

# Jeff Meiers Design

www.jeffmeiers.com | jeffmeiers@gmail.com | 914.204.2301

## EXPERTISE

Fluent in HTML, CSS, Bootstrap 3 & 4, GSAP, Responsive CSS Grid/Flex Layouts, Dreamweaver, Adobe Creative Suite, and Sketch. Advanced knowledge and daily use of Demandware (Salesforce), KalioCommerce, Wordpress, Volusion, Listrak, Bronto, Constant Contact and InVision. Working knowledge of JavaScript, jQuery and Capture One.

## EXPERIENCE

### **Graphic Design Leader - 2019-present**

IKEA Corporate USA, Conshohocken, PA

Promoted in 2020 to lead nationwide in-store remodeling initiatives including Lighting and Decor, as well as corporate branding projects for Sustainability and Finance. Oversee and mentor Graphic Designers across the U.S. to ensure brand consistency and design quality. Serve as liaison with vendors for sourcing, budgeting, and project delivery. Design digital marketing assets such as promotional emails, homepages, and social media content to drive engagement and revenue. Streamline cross-platform design workflows with communications teams and produce original digital and animated content for Pinterest, Facebook, and Instagram.

### **Senior Graphic Designer - 2016-2019**

Jonathan Adler, New York, NY

Sole ownership of design and coding of homepage and content pages via Demandware (Salesforce). Design, coding and scheduling of promotional HTML emails via Bronto in an effort to increase sales and consumer loyalty. Work closely with copywriters, marketing manager and e-commerce merchandising manager to collaborate on marketing materials. Photograph product to be used for design assets including social media and onsite distribution.

### **Digital Designer - 2013-2016**

NAC Marketing, Farmingdale, NY

Designed and coded product based microsites with Bootstrap 3. Managed Listrak eCommerce email platform from design and coding, to scheduling and list maintenance. Created category specific landing pages to reflect promotional campaigns. Worked with marketing director to launch timely and engaging campaigns, such as Win-Back and One-Shot offers.

### **Web Designer - 2010-2013**

Fluent Inc, New York, NY

Created all Fluent marketing materials, including trade show booths, magazine advertisements, business cards and postcards. Designed and coded mobile/non-mobile data collection forms, client websites and microsites.

### **Web Designer - 2009-2010**

Graphic Image, New York, NY

Created and launched Graphic Image's first efficient e-commerce website. Doubled number of retail website (graphicimage.com) visits through various SEO techniques. Daily use of Volusion e-commerce software to promote products. Use of SLR/DSLR camera and photo retouching/color correcting.

## EDUCATION

### **BFA, Graphic Design - 2007**

State University of New York New Paltz, New Paltz, NY