

JEFF C. MANTHEY

(714) 222-4640 • JCMDesigns@gmail.com

<http://www.coroflot.com/JCMDesigns>



PROFESSIONAL PROFILE

- Senior-level, design professional with extensive artistic/technical skill set and expertise in marketing promotions, branding, advertising, retail packaging, POS/POP materials and Product Development.
- A self-motivated achiever who relishes in applying design principles with high-level innovations to various business settings, providing added value and creating project deliverables in an efficient and timely manner.
- A team player with experience in recruiting, supervising, motivating and leading personnel in addition to great communication skills who enjoys collaborating and working with colleagues and clients from all career levels and backgrounds.
- Recognized for strong organizational skills, high attention to detail, ability to meet deadlines, reliable performance during high-pressure situations, quality control and artistic talents.
- Exceptionally proficient in the use of a multitude of design programs such as Microsoft Office, Adobe CS, QuarkXPress, and Freehand for PC and Mac platforms
- General knowledge of Windows and MAC OS troubleshooting procedures
- Degree in Graphic Design (3.93 GPA, Platt College 2001)

EMPLOYMENT HISTORY

JCMDesigns

(05/01 - PRESENT)

Graphic Designer and Digital Imaging Specialist

Orange & Riverside Counties, CA

- Created and developed JCMDesigns, a freelance company servicing North America.
- Developed direct mail, renderings, package design, point-of-purchase, instructions, and sales collateral.
- Digitally manipulated and retouched photography.
- Clients include UNIFEM, Innovage LLC., Sherwin-Williams Company, SignsPlus Inc., Sprint PCS, Holovision.

Fluidmaster Inc

(10/12 - PRESENT)

Senior Graphic Designer

San Juan Capistrano, CA

- Worked on re-branding project spread across multiple product lines
- Worked with Product Managers & Sales Team to achieve final product from concept to final retail production.
- Directed and delegated multiple concurrent projects and deadlines, both on-time and under-budget.
- Designed and produced extensive printed materials including product sell sheets, catalogs, promotional flyers, brochures, product packaging, POS materials, & large format POP displays.
- Clients included Home Depot, Lowes, Orgill, Walmart and Ace Hardware.

Pentel of America

(02/10 - 10/12)

Graphic Designer Supervisor

Ontario, CA

- Managed, trained and supervised in-house design team.
- Directed and delegated multiple concurrent projects and deadlines.
- Developed and accomplished an extensive re-branding project for main product lines which spread across physical and digital platforms
- Designed and produced extensive printed materials including product sell sheets, catalogs, promotional flyers, brochures, product packaging, POS materials, large format, and original hand drawn art.
- Created an assortment of product packaging, backing cards and displays for a variety of retail product lines.
- Assisted in product development and design of a variety of new writing instruments.
- Produced an assortment of new web banners, web buttons, product images and backgrounds for company website, social media and e-commerce needs.
- Strategized project time management, scheduling, file archiving systems and troubleshooting.
- Clients included Office Depot, Office Max, Staples and W.B. Mason.

True Partners Financial / Activa Global Sports & Entertainment

(11/07 - 07/09)

Lead Graphic Designer

San Clemente, CA

- Produced licensed retail products as well as developed promotional programs for newspapers.
- Directed product development of novelties, party goods, school supplies and unique collectibles.

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True Partners Financial / Activa Global Sports & Entertainment

(continued)

Lead Graphic Designer

San Clemente, CA

- Designed and produced an extensive printed materials including collector's albums, commemorative books, newspaper ads and promotional window signs.
- Created an assortment of product packaging, backing cards and displays for a variety of retail product lines.
- Responsible for several re-branding initiatives and corresponding marketing materials.
- Displayed an extensive knowledge of licensed properties and working with a variety of style guides.
- Stayed ahead of the curve by understanding all facets of the sports industry, its personnel and rules of identity.
- Collaborated with colleagues on numerous brainstorm sessions and helped provide new avenues to market product and promotions.

Clients included MLB, MLBPA, NBA, NFL, NFL PLAYERS, NHL, NHLPA, Toys R Us and Warner Bros.

Innovage, LLC.

(06/05 - 03/07)

Senior Graphic Designer

Foothill Ranch, CA

- Created new retail products - from schematic design to final 4-color retail packaging including copywriting.
- Designed logos for corporate identity as well as product re-branding.
- Managed in-house photo shoots for a variety of retail products.
- Maintained all archived material to ensure minimal data loss.
- Daily correspondence with Canadian/China teams to meet time sensitive production deadlines.
- Worked with manufacturers to establish optimum quality control on all facets of print media
- Executed & maintained a more time efficient daily transmission of artwork files with freelancers, Canadian and Asian teammates.
- Clients included Merchsource LLC, SHYE Worldwide, Disney, Warner Bros, Kohl's, JCPenny's, CVS, Walgreens, Sharper Image.

The Sherwin-Williams Company

(06/02 - 05/05)

Art Director and Graphic Designer

Orange, CA

- Implemented a variety of techniques that increased productivity and supported coverage 400%.
- Performed all departmental functions, including maintaining computer related equipment, basic tech-support, file maintenance, and supplies.
- Designed and created custom graphics, printed advertisements / brochures, tradeshow materials, and package design.
- Digitally manipulated and retouched photography to show "Before & After" color renderings.
- Clients included The Sherwin-Williams Company (Southwestern Division - AZ, CA, HI, NV, TX), KB Homes, US Home.

The Real Estate Book of California

(09/01 - 06/02)

Art Director and Graphic Designer

Costa Mesa, CA

- Collaborated with management to produce, print, and distribute an original real estate magazine serving Orange County, CA
- Extended knowledge of Adobe Creative Suite programs and utilized extensive production skills while maintaining production deadlines to ensure a monthly publication.
- Clients included Remax Excellence, Metro Realty, Prudential California Realty, Coldwell Banker.

AREAS OF EXPERTISE

Industry Related

- Corporate Identity
- Brand Activation
- Advertising
- Quality Control
- Packaging
- Proofing
- Product Design
- Printing Pre-production

Software Applications

- Adobe Photoshop
- Quark X Press
- Adobe Illustrator
- Microsoft Office
- Adobe InDesign
- Adobe Creative Suite
- Adobe Acrobat
- File Preparation / FTP