



JEFF MAHORNEY

Graphic Designer
jeffmahorney@gmail.com

EXPERIENCE **Multimedia Designer** - *NC School of Science and Mathematics (2014-2017)*

- Lead designer in the development and implementation new NCSSM branding
- Designed graphics and photography for our website and social media
- Made data visualizations and infographics for various marketing purposes
- Created content (graphics, copy, photography) for the NCSSM news blog
- Designed and developed the Summer Accelerator website
- Assisted in front-end web development and re-branding of the NCSSM website
- Partnered with communications on many projects from concept to production
- Designed a more efficient system for video review/edits with online tools
- Created signage (digital and physical) to extend our new branding
- Made content and formatting changes to our website via HTML and CSS

Freelance Designer - *(2011-2014)*

- Registered Creative - Designed political mailers, advertisements and booklets
- PRI Investments - Designed/Developed marketing materials and website
- StepLeader - Designer UI for iPad app, web interface and trade show banners
- BTB Marketing - Designed and consistently branded informational PDFs
- Epic Games - Produced marketing ads and advertising copy
- International Center of Medieval Art - Website design and development
- Victory Hill Farms - Website Development and administration
- Duke OIT - Logo and identity design for Duke University TechExpo

Graphic Designer - *Duke University Press (2006-2011)*

- Designed, developed and maintained DUP related websites
- Designed all print and online advertising for Duke Press Journals
- Established a collaborative design process with the marketing department
- Processed all photos/art for print and online use
- Created flash banners and animations for marketing purposes
- Coded changes and upgrades to existing DUP related websites
- Presented and ran focus groups on new identity ventures
- Designed and developed graphic identities for new ventures



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Production Manager - *Lazerquick (2005-2006)*

- Designed and produced a variety of professional print-based materials
- Supported and trained coworkers in software and procedures
- Effectively managed a team of employees to meet tight deadlines
- Managed the finance and maintenance of our store
- Established client relationships that helped facilitate repeat business
- Devised creative solutions to complex customer problems

Graphic Designer/Developer - *Delta Training Partners (1999-2005)*

- Designed motion graphics for training module series
- Provided technical support and solutions to our customers
- Made updates and changes to the content of our website
- Assisted in the design and developed of the UI for computer based training
- Illustrated our lesson materials with illustrations and photography
- Created 3D models and animations to better illustrate complex processes
- Programmed front-end and back-end of our database program
- Engaged with clients to form long term business partnerships
- Collaborated with a team to shoot, edit, and promote our training videos

SKILLS Expert levels skills in the fields of graphic design, web design and development, photography, videography, illustration, typography, data visualization and fine art

SOFTWARE Photoshop, Illustrator, Premier Pro, After Effects, InDesign, Lightroom, Acrobat, WordPress, Drupal, HTML, CSS, XML, PHP, MySQL, JavaScript

EDUCATION BA in Philosophy, BA in Psychology, numerous courses and seminars in Data Visualization, Graphic Design, Web Design, Computer Science and Fine Art

PORTFOLIO http://www.jeffmahorney.com/JM_portfolio.pdf