

Jerome Banks

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Professional Summary

Skilled graphic designer with 3+ years of experience in editorial production management, web design, and graphic design. Proficient in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. Proven experience in creating engaging content and expanding customer bases through social media. Seeking a role that leverages my graphic design skills in a forward-thinking organization.

Work Experience

Editorial Production Manager and Web Designer

The Critograph - University of Lynchburg-Lynchburg, VA

August 2023 to Present

Graphic designer & Web designer for the University of Lynchburg's online paper, the Critograph.

- Designed and developed visually appealing websites, ensuring a seamless user experience
- Created custom graphics, logos, and icons to enhance brand identity for various clients
- Collaborated with clients to understand their design requirements and translate them into creative solutions
- Implemented responsive web design techniques to optimize websites for different devices and screen sizes
- Utilized HTML, CSS, JavaScript, and other programming languages to build interactive website features
- Optimized website performance by optimizing code structure and implementing caching strategies
- Integrated content management systems (CMS) such as WordPress or Drupal to enable easy content updates for clients
- Worked closely with cross-functional teams including UX designers, developers, and project managers throughout the entire design process
- Managed multiple projects simultaneously while meeting strict deadlines without compromising quality standards
- Stayed up-to-date with industry trends in graphic design and web development technologies to continuously improve skills and knowledge base

Freelance Graphic Designer

brightwheel education-San Francisco, CA

September 2024 to October 2024

- Developed unique concepts and design solutions that aligned with client branding guidelines and target audience preferences
- Created visually appealing and impactful designs for various digital and print mediums, including logos, brochures, websites, social media graphics, and advertisements
- Collaborated effectively with cross-functional teams including marketing, copywriters, developers, photographers etc. to deliver cohesive design solutions
- Presented design concepts in a clear and persuasive manner during client meetings or presentations
- Ensured brand consistency across all visual elements by following established style guides

- Contributed innovative ideas during brainstorming sessions resulting in improved final product outcomes
- Collaborated with marketing teams to create eye-catching social media graphics that increased engagement and brand awareness

Student Assistant

University of Lynchburg SLC-Lynchburg, VA

May 2023 to August 2024

I was a student assistant at the Spiritual Life Center on campus at the University of Lynchburg.

- Managed administrative tasks such as scheduling appointments, maintaining records, and coordinating logistics for religious programs
- Collaborated with other chaplain assistants to plan and execute outreach initiatives within the community
- Coordinated volunteer efforts for community service projects in alignment with the chaplain's mission
- Contributed to the development of educational materials on spirituality for training purposes
- Prepared written reports documenting activities conducted under the supervision of the chaplain

Resident Assistant

University of Lynchburg-Lynchburg, VA

June 2023 to July 2024

Summer Resident Advisor for the Virginia Math and Science Governors School located at the University of Lynchburg.

- Enforced university policies and regulations within the residence hall, ensuring a safe and respectful living environment for all residents
- Organized and facilitated educational programs on topics such as mental health awareness, conflict resolution, and cultural diversity
- Served as a resource for residents by addressing concerns, providing information about campus resources, and offering personal advice when needed
- Cultivated positive relationships with residents through regular one-on-one meetings to discuss academic progress, personal goals, and any challenges they may be facing
- Collaborated with fellow resident advisors to plan engaging social events that promoted community building among residents
- Responded promptly to emergencies or crisis situations within the residence hall, following established protocols to ensure the safety of all residents
- Mentored new resident advisors by sharing best practices in building rapport with residents, managing conflicts effectively, and promoting student success initiatives

Graphic Design Intern

2nd Hand Heros-Lynchburg, VA

May 2023 to December 2023

Student Intern at 2nd Hand Heroes Gaming and Collectibles.

- Assisted in the development of brand identity guidelines by creating logo variations, color palettes, and typography recommendations
- Executed design projects from concept to completion within tight deadlines while maintaining a high level of attention to detail
- Contributed creative ideas and suggestions during brainstorming sessions to enhance the overall visual communication strategies
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to design and edit graphics for print and digital platforms
- Performed image retouching and manipulation techniques to enhance product images for e-commerce websites
- Designed eye-catching social media posts that increased engagement

- Created engaging infographics that effectively communicated complex information in a visually appealing manner

Freelance Muralist

Lynchburg Community Action Group-Lynchburg, VA

June 2022 to June 2022

Develop a mural for Lynchburg Community Action Group's Head Start main office. The mural is at Carter Building, 701 Thomas Rd, Lynchburg, VA 24502.

- Developed unique artistic concepts and styles to produce visually captivating pieces
- Utilized a wide range of artistic techniques and materials to bring ideas to life
- Incorporated feedback from clients/critics into the creative process resulting in improved final products

Education

Bachelors Degree in Graphic Design

University of Lynchburg - Lynchburg, VA

January 2021 to December 2024

General Studies in Art

Blue Ridge Community College - Weyers Cave, VA

August 2019 to May 2021

Art Education in Art- Graphic Design

Bethany College - Bethany, WV

August 2018 to May 2019

Skills

- Lynchburg, Virginia, United States
- Editorial Production Manager and Web Designer
- Computer Graphics Design
- Marketing Graphic Design
- (Portfolio)
- Graphic Design
- Jerome Banks
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Photography
- Adobe Creative Suite
- Adobe Lightroom
- Branding

Links

<https://www.linkedin.com/in/jerome-banks-b69059256>

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www.jeromebanksdesigns.com