



JIM DEWAN

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EXPERIENCE

Electric Bike Technologies, Inc. | August 2019 – February 2024 | Graphic Designer

- Executed updates and created ads per Electric Bike Technologies' branding guidelines.
- Developed web banner ads for retargeting websites using AdRoll.
- Designed user-friendly e-bike PDF Manuals, seamlessly integrating them into the brand's website.
- Managed design and production of brochures, business cards, stickers, postcards, and web and print ads.
- Designed and executed email templates and campaigns using MailChimp and Zoho Campaign.

Freelance | March 2011 – July 2019 | Graphic Designer

- Revamped the A&B Sunrooms and Remodel website using Wix.
- Optimized SEO and local listings for the A&B Sunrooms and Remodel website.
- Executed redesigns and developed print and web-ready logos for various clients.
- Designed and coded email campaigns, implementing best practices through testing for Dentino Marketing/MasterCard.

Villanova University | January 2017 – November 2018 | Freelance Production Artist

- Updated and created ads based on Villanova University branding guidelines.
- Supported art directors in designing ads, brochures, charts, and other collateral materials.
- Designed banner ads for the Villanova website and graphics for social media.
- Packaged digital files according to supplied specifications for the university's printer.

Vanguard Financial | May 2018 – June 2018 | Freelance Production Artist

- Updated and versioned brochures, white papers, hard cards based on Vanguard Financial branding guidelines.

Covance | July 2017 – May 2018 | Freelance Production Artist

- Designed cell sheets, bio sheets, white papers, and case studies based on the Covance branding guidelines.
- Creating snapstats for social media, web, and internal use.

Alphabroder | October 2017 – March 2018 | Product Designer

- Utilized customers' existing logos for product placement on clothing and promotional items.

MRM//McCann | January 2011 – February 2011 | Freelance Production Artist

- Updated existing advertisements and developed secondary web pages following branding guidelines.
- Collaborated with the creative team to create and update mock-ups and presentation boards for clients, including Bristol-Myers Squibb, Educational Testing Service, Avis, and Aircraft Owners and Pilots Association.

Oxford Communications | January 2007 – December 2010 | Production Artist

- Updated existing advertisements and created secondary pages according to brand guidelines.
- Ensured quality control for advertisements and email campaigns.
- Prepared digital files to meet vendor specifications.
- Served clients including Prime Retail, Legends Outlets, Quick Check, Amerlux, Philly Soft Pretzel, Bucks County, Beazer Homes, NJCU, Penn's Purchase, Drexel University, First Choice Bank, Pinnacle Homes, and Sesame Place.

Dentino Marketing | March 1998 – January 2007 | Electric Media Manager/Production Artist

- Designed and managed all web-based marketing materials, including websites and email campaigns, ensuring quality control and adherence to brand guidelines.
- Acted as a liaison between clients and vendors, tracking project development and preparing digital files to meet vendor specifications.
- Coordinated and managed workflow between agency employees and freelancers, contributing to overall project status meetings.
- Updated existing ads and created secondary pages based on brand guidelines, assisting the creative team with mock-ups and presentation boards.
- Served clients such as Mastercard, Avis, Chase, Columbia House, Isle of Capri Casinos, Trump Casino, and Guardian.

EDUCATION

New Jersey City University | B.A. Graphic Design

SKILLS

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Acrobat, Premier Rush, Microsoft Word, Microsoft Excel, Microsoft Outlook, Adroll, Canva, Dropbox, HTML, MailChimp, Meta, Shopify, SquareSpace, Wix, Zoho Campaign, LinkedIn, Facebook, Instagram, Twitter, Pinterest and traditional board skills.