

JARROD KRUG

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WEB & GRAPHIC DESIGNER

An experienced design professional, with 12+ years industry experience at creating, deploying, and managing rich online experiences for small to large clientele utilizing the latest CMS platforms and new media technologies.

Web Design • Logo Design • Branding • Flash Banner Design • Email Design • Collateral Design • Joomla CMS Templating • Movable Type Templating • Blog Management • eBay Storefront Design

FREELANCE WEB DESIGN EXPERIENCE

JKBM Inc., Broomfield, CO • 2006 – Present

Entities: Downtowngalshoes.com, Downtowngalshoes.net, Shoeflair.com, Shoedivas.net

Major Responsibilities:

- Created overall company branding which included multiple logo designs and comprehensive colorway.
- Utilizing Joomla CMS, created template for Downtowngalshoes.net with integration into Channel Advisor Merchant application.
- Developed logo, colorway and site template for Movable Type implementation of Shoeflair.com
- Utilizing Campaignmonitor.com, created HTML email templates for all JKBM communication efforts.
- Developed all creative for print ads, direct mail and merchandising pieces.
- Working with eBay, designed eBay storefront for Downtowngalshoes.com

XIO STRATEGIES, Vienna, VA • 2006 – Present

Email Samples: Xiostrategies.youlaunch.com/index_summary.html

Major Responsibilities:

- Developed all creative for quarterly email campaign as well as seasonal email communications efforts.

COGSNOB, Boulder, CO • 2007 – Present

Entities: Cogsnob.com, Fuzzyruf.com, Bilfshirt.fuzzyruf.com

Major Responsibilities:

- Created overall company branding which included multiple logo designs and comprehensive colorway.
- Utilizing Joomla CMS, created template for Fuzzyruf.com as well as microsite, Bilfshirt.fuzzyruf.com.
- Developed logo, colorway and site template for Movable Type implementation of Cogsnob.com

NOTEABLE SITE DESIGN PROJECTS & CLIENTS 1996 – 2007

- **Schaeffer Thomas Attorney's:** Stlawpc.com
- **The Reilly Group:** Thereillygroup.com
- **Home Inventory Company of Colorado:** Homeinventoryco.com
- **Bookworm Exchange:** Bookwormexchange.com
- **YouLaunch LLC:** Youlaunch.com

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TECHNICAL PROFICIENCY

Software: Adobe Photoshop, Adobe Illustrator, Adobe Flash, Adobe InDesign, Adobe Dreamweaver, FileMaker

Development: HTML, CSS, Java Script, FileMaker Pro

CMS Platforms: Joomla 1.5, Drupal, Movable Type 4.2

EDUCATION

Bachelor of Science in Journalism
The University of Kansas, Lawrence, Kansas