

# CALVIN JEAN-BAPTISTE

## WEB & GRAPHIC DESIGNER

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Dynamic and innovative professional with 13+ years of invaluable firsthand experience in managing several simultaneous creative design projects, concept creation, graphic design, branding, visual conceptualization, and web design. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.

## EXPERIENCE

04/2020 – PRESENT

### WEB & GRAPHIC DESIGNER (FREELANCER), JEAN CREATIVE SOLUTIONS

- Established & manage a freelance graphic & web design business that aims to assist companies in brand development.
- Spearhead visual identity including brand positioning, promotions, & digital marketing for different companies
- Develop creative advertising content for various media, including catalogs, menus, business cards, flyers, posters, t-shirts & product packaging while ensuring maximum brand awareness of target audience/market.
- Conceptualize logo design, websites, and digital marketing to promote brands.
- Producing both E-Commerce & non-E-Commerce website layouts & content for use of clients which I'm currently managing 19+ Websites and growing.
- Leverage rebranding expertise in enhancing client's corporate image to ensure profitability & business growth.

**10/2018 – 04/2020**

**WEB & GRAPHIC SUPPORT (FULL TIME), LEVEL 5 ADVERTISING AGENCY**

- Created & developed landing pages for RV Trade Shows & Private Events.
- Resolved incoming web support tickets utilizing a Service Mgmt. (Trello) for ticketing.
- Provided support & maintenance to over 50 RV Dealer Websites on a bi-monthly basis.
- Worked in an open production where support tickets were requested & resolved daily.
- Implemented marketing design campaigns and integrated tracking solutions across all websites and multiple social media channels to increase the volume of visitors.
- Corresponded with the support team bi-weekly in our strategy meetings to solve solutions from web design to web support.

**10/2005 – 05/2017**

**GRAPHIC DESIGNER & PHOTO EDITOR (CONTRACTOR), PHOTOMAGIC MEDIA**

- Created custom photo collages, invitations, banners for all High School Seniors to Colleges Seniors.
- Edited & manipulated all photos from background removal, adjusted color tones, & retouched skin textures on models before printing.
- Designed and launched various promotional marketing materials for upcoming Senior Portraits Tour which involved social media digital flyers to media presentations.
- Client facing to provide a consultation before creating or editing any photo taken by the photographer.
- Provided Photography and instant printing for public and private events for Graduation, Corporate Events to Holiday Parties.



## EDUCATION

05/2005

**ASSOCIATES DEGREE**, GIBBS COLLEGE

Majored in Visual Communications

07/2021

**CERTIFICATE**, UDEMY.COM

16 Hrs. of Advanced Photoshop Creative Cloud Training

## AREAS OF EXPERTIES

- Logo Brand Development
- Digital Marketing
- Website Design & Development
- Website Management
- E-Commerce
- Visual Design & Storytelling
- Email Marketing Management
- Advanced Graphic Design
- Typography
- Infographics Design
- Presentation Design
- Photo Compositing
- Google Analytics

## TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD & Figma
- Adobe Acrobat Pro
- Adobe Creative Cloud
- Adobe After Effects
- Adobe Premiere Pro
- Google Docs
- Project Management
- WordPress
- MS Office Suite
- HTML 5 & CSS3
- Professional Photo Composition