

JOHN GRECO

GRAPHIC DESIGNER

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EXPERIENCE

BLUE NOTE ENTERTAINMENT GROUP — Art Director

(MAY 2018 — JAN. 2019)

- Created and ordered promotional flyers, posters, marquee signage, business cards, food and drink menus, social media assets, displays
- Worked directly with bookers, talent agencies, artists, to assure the styles were properly represented in media while adhering to our guidelines

PARS INTERNATIONAL CORP. — Senior Graphic Designer

(DEC. 2007 — JAN. 2018)

- Created printed/digital marketing material, and display products from a wide array of publishers including Fortune and The New York Times
- Established print styles for newspapers and online publications while maintaining the style and guidelines of the publisher
- Responsible for organizing and hosting sales/production meetings
- Photographed custom display products for e-commerce and digital proofs
- Maintained team processes and templates to optimize production

REGAIN RECORDS — Art Director

(NOV. 2006 — APR. 2011)

- Production of DVD/CD packaging, advertisements, POP items, web graphics, sales sheets, DVD menu authoring, maintained B2B network
- Worked directly with artists, manufacturers

FREELANCE — Graphic Designer

(APR. 2006 — DEC. 2006)

- Production of DVD/CD packaging, advertisements, POP items, web graphics, sales sheets, DVD menu authoring for Escapi Music
- Designing CD packaging, posters, stickers, flyers for independent artists

EAGLE ROCK ENTERTAINMENT — Graphic Designer

(APR. 2003 — DEC. 2005)

- Production of DVD/CD packaging, advertisements, POP items, web graphics, sales sheets, maintained B2B network

EDUCATION

NOBLE DESKTOP — Web Development Course

(AUG 2013)

SCHOOL OF VISUAL ARTS — Bachelor of Fine Arts in Graphic Design

(CLASS OF 2002)

SKILLS

INDESIGN | PHOTOSHOP | ILLUSTRATOR | ACROBAT | MS OFFICE
GOOGLE DOCS | KEYNOTE | QUARK | SALESFORCE | ASANA