

JEFF V. SHEPHERD, JR.

*Graphic Designer,
Animator & Mixed Media
Artist*

✉ jeffreyshepherdart@yahoo.com

EDUCATION

Bachelor of Fine Arts
Graphic Design
Southern New Hampshire
University
📅 2020

Bachelor of Fine Arts
Media Arts and Animation
The Art Institute of Dallas
📅 2009
📍 Dallas, TX

SKILLS

- Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Corel Painter, Hybrid Packz, After Effects, Premiere, Encore, Audition, Flipbook, Z-Brush, Combustion, Autodesk 3DS Max and Maya, Microsoft Programs include Word, Powerpoint and Excel
- Initial conceptualization and storyboarding
- Environmental, prop and character 3D modeling including texture application
- Animation rigging
- Splicing and editing audio elements
- Photography Retouching
- Graphic Design / Logo Design
- Label Production Prepress Graphics
- Proficient in Group Dynamic / Teamwork settings
- Excellent Written and Communication skills

CAREER OBJECTIVE: ENTHUSIASTIC GRAPHIC DESIGNER WITH ARTISTIC FLAIR LOOKING TO BRING A SOLID KNOWLEDGE OF DESIGN ABILITIES TO HELP CRAFT NEW AND IMPROVED MARKETING PRACTICES AND PROCEDURES, ENHANCING THE SALES OF THE COMPANY'S PRODUCTS AND SERVICES IN LINE WITH THEIR PROFESSIONAL BRANDING AND STRATEGIC MISSION.

WORK EXPERIENCE

Graphic Editor
Blue Label Packaging Company

📅 Apr 2022 - current

- Prepress graphic editor including preparing customer's artwork for proofing and/or press: adjusting/creating bleed, color adjusting or matching to pre-existing art, creating white files for enhanced visual appearance or holographic imagery, creating and adjusting art for embellishment attributes.
- Partnering with account managers and production planning to provide proofs for the customers prior to press submission; providing updates or changes per customer's requests.

Founder and Freelancer, Media Arts & Animation
JVS Media Arts and Animation

📅 Mar 2010 - March 2022

- Collaboration with studio for storyboarding needs and created model from conceptual artwork, including modeling, texturing and rigging, animating and rendering for use in music video
- Enhancement to client artwork for multiple media needs for marketing and advertising
- Digital video animation development for instructional video to be used for both in-house training and marketing of potential clients. Partnered with client executive leadership team to build brand awareness by listing as a viral posting
- Work with local photography studios for digital retouching and enhancement on multiple projects, analyzing potential restoration techniques while exploring creative avenues for client needs
- Create and maintain budgetary guidelines while increasing cost efficiency by sustaining low overhead business expenses

PROJECTS

Stainless Steel Drains

YouTube training and promotional videos

📅 Jan 2009 - January 2012

- Series of YouTube video animations depicting (3) Stainless Drains videos for training and educations purposes, used internal and externally within original organization; 280K views

Unpublished Illustrator

The Goose that Honked at the Moose

📅 Mar 2022 - Dec 2022

- Created original hand-drawn artwork and stylized through Corel Painter.