



DESIGN

ART DIRECTOR
BRANDING / IDENTITY
MARKETING

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WORK EXPERIENCE

2023 - CURRENT

MAD MEDIA

ART DIRECTOR / SENIOR DESIGNER

- Creative Lead & Art Director of all creative for events under the UNLTD Race Series (Parker 400, Mint 400, California 300, Vegas to Reno, Laughlin Desert Classic, & Silver State 300), including Coordinating timelines, resources, and priorities across multiple projects and marketing teams.
- Brand Director working with over 50 sponsors each event, ensuring alignment with creative strategy and brand identity.
- Creative Lead over Design Department for all products developed for Dirtco.com including posters, skate decks, t-shirts, hats, & event apparel.

2015 - 2020

MACHO MARKETING

ART DIRECTOR / SENIOR DESIGNER

- Responsible for leading and development of design of all marketing needs for the 6 brands across the auto group including, print & web ads, social media, brand identity, promotional products, commercials, and event planning.
- Translated briefs and marketing goals with each dealership into impactful visual storytelling as well as review and approve final designs, ensuring alignment with creative strategy and brand identity of all auto brands including Mercedes, Infiniti, Honda, BMW, & Subaru.

2011 - 2013

GREYSON MEDIA

UI / ICON DESIGNER

- Responsible for all Interface design and icons for mobile apps on both Apple and Android Networks. Worked with developers from ideation to finish product. Developed all marketing materials and social media for each app.

ROLE SUMMARY EXPERIENCE

7 YEARS ART DIRECTOR EXPERIENCE

10 YEARS SENIOR DESIGN EXPERIENCE

10 YEARS PROJECT MANAGEMENT

10 YEARS IN-HOUSE MARKETING

15 YEARS BRAND STRATEGY / COMPLIANCE

RECENT CLIENTS

BF Goodrich

Jockford Fosgate

CHEVROLET
Performance

HEATWAVE

RHINO
USA

THE BEAST
HARD 11 6.0%

VISION
WHEEL

MAD MEDIA

MAGNAFLOW

UNLTD
OFF ROAD RACING

O'Reilly AUTO PARTS

SYLVANIA
OFF ROAD

BELCHING BEAVER
BREWERY

SKILLS

- Leadership
- Critical Thinking
- Project Management
- Brand Identity Compliance
- Multi-Tasking

EDUCATION

2004-2008

ART INSTITUTE OF ORANGE COUNTY
BSA IN INDUSTRIAL DESIGN / GRAPHIC DESIGN

1994-1997

JOHN F. KENNEDY HIGH SCHOOL
HIGH SCHOOL DIPLOMA

LINK TO PORTFOLIO

