



JIM DEWAN

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OBJECTIVE

I'm looking for a role where I can put my creativity and design skills to good use, contributing to the success of a company I can grow with. I thrive on bringing ideas to life, whether through graphic design, web and print production, email marketing, or working with the Adobe Creative Suite. I'm someone who values quality and collaboration, whether I'm working with a team or independently. I enjoy solving challenges, meeting deadlines, and delivering work that not only meets expectations but exceeds them. My goal is to make an impact while continuing to learn and grow along the way.

EXPERIENCE

308 Target Marketing | October 2024 – Present | Freelance Senior Multimedia Designer

- Conceptualize, design and produce logos, ads, flyers, business cards, digital ads, website graphics.
- Collaborate with internal client, director of marketing or project manager to develop ideas and concepts.
- Researched information and materials needed for special design projects and business needs.
- Maintain product and stock photos for corporate library and edit as needed for digital and print.

Electric Bike Technologies, Inc. | August 2019 – February 2024 | Graphic Designer

- Executed updates and created ads per Electric Bike Technologies' branding guidelines.
- Developed web banner ads for retargeting websites using AdRoll.
- Designed user-friendly e-bike pdf manuals, seamlessly integrating them into the brand's website.
- Innovatively crafted thank-you postcards with custom QR codes linking to e-bike pdf manuals.
- Managed design and production of brochures, business cards, stickers, postcards, and web and print ads.
- Maintained and updated Shopify websites for all five brands.
- Designed and executed email templates and campaigns using MailChimp and Zoho Campaign.

Freelance | March 2011 – July 2019 | Graphic Designer

- Revamped the A&B Sunrooms and Remodel website using Wix.
- Optimized SEO and local listings for the A&B Sunrooms and Remodel website.
- Executed redesigns and developed print and web-ready logos for various clients.
- Designed and coded email campaigns, implementing best practices through testing for Dentino Marketing/MasterCard.

Villanova University | January 2017 – November 2018 | Freelance Production Artist

- Updated and created ads based on Villanova University branding guidelines.
- Supported art directors in designing ads, brochures, charts, and other collateral materials.
- Designed banner ads for the Villanova website and graphics for social media.
- Packaged digital files according to supplied specifications for the university's printer.

Vanguard Financial | May 2018 – June 2018 | Freelance Production Artist

- Updated and versioned brochures, white papers, hard cards based on Vanguard Financial branding guidelines.

EDUCATION

New Jersey City University | B.A. Graphic Design

SKILLS

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Acrobat, Premier Rush, Microsoft Office, Google Suite, Adroll, Canva, Dropbox, HTML, MailChimp, Zoho Campaign, Shopify, WordPress, Wix, Buffer, Meta, ChatGPT, DALL-E, Midjourney, LinkedIn, Facebook, Instagram, Twitter, Pinterest and traditional board skills.