

# JAE SOUTHERLAND

Turners Falls, MA 01376

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336.420.3987

Graphic Designer, Artist, and Administrative Professional looking for opportunities for community advocacy, freelance projects, and in-house remote or Western Massachusetts-based work.

Authorized to work in the US for any employer

## Work Experience

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### Studio Assistant & Graphic Designer

Gary Lichtenstein Editions - North Adams, MA

August 2023 to Present

Assisting master printer Gary Lichtenstein with color separations for fine art silkscreen printing, designing branding materials and advertisements, designing email blasts in Mailerlite, and website design and maintenance.

### Layout Assistant & Subscriptions Manager

The Montague Reporter - Turners Falls, MA

November 2020 to Present

Laying out the weekly newspaper, designing advertisements, managing subscriber records in Salesforce, managing Mailchimp email list, hiring for special projects, and leading subscription drives.

### Freelance Graphic Designer & Video Editor

js design - Turners Falls, MA

July 2009 to Present

Print and web design for various freelance clients, including: logo design, brand identity, print invitations, e-cards, direct mail marketing, commissioned illustrations, web banners, email banners, digital ads, blueprints, infographics and event posters.

### Graphic Designer

Chartpak - Leeds, MA

March 2019 to June 2020

Designing packaging and sales materials for over 20 brands of art, craft, fine writing and office products, including Kohinor, Grumbacher, Molotow, Higgins and Borden & Riley.

### Graphics & Production Coordinator

WordCom, Inc. - Ellington, CT

October 2015 to January 2019

Coordination of graphic design and print production for direct mail and financial sector marketing campaigns with a focus on Variable Data Printing.

### Graphic Designer

Albion Associates, Inc - High Point, NC

January 2011 to December 2014

Photography concepts and direction, graphic design and page production for print and web advertisements for Bed Bath and Beyond, buybuyBABY and various furniture companies. Creating and implementing brand standards for buybuyBABY.

## Education

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### **Associate in Applied Science (AAS) in Advertising and Graphic Design**

Guilford Technical Community College // Jamestown - Jamestown, NC

August 2007 to July 2009

### **BA in History**

University of North Carolina at Greensboro - Greensboro, NC

2001 to 2006

## Skills

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- Print Production (6 years)
- Graphic Design (14+ years)
- Illustrator (14+ years)
- InDesign (14+ years)
- Photoshop (14+ years)
- Photography (15+ years)
- Administrative Assistant (2 years)
- Grant Writing (1 year)
- Adobe (14+ years)
- Printing (10+ years)
- Typography (14+ years)
- Acrobat (12+ years)
- Microsoft Office (15+ years)
- Illustration (12+ years)
- Adobe Premiere (2 years)
- Layout Design (14+ years)
- Logo Design (14+ years)
- Adobe Creative Suite (14+ years)
- Web Design
- Video Editing
- Adobe Dreamweaver
- Video Production
- Social Media Management
- Salesforce (4 years)
- Email Marketing (5 years)

## Links

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<http://www.coroflot.com/DesignedByJS/portfolio>

<http://www.jaesoutherland.com>

## Assessments

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### **Graphic Design — Highly Proficient**

October 2020

Using graphic design techniques and producing visual media to communicate concepts

Full results: [Highly Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.