

Jeff Verges

Art Director / Graphic Designer

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Hardcopy Portfolio (downloadable PDF): ElectricSoap.com/verges_portfolio.pdf

Online Portfolio: ElectricSoap.com

Career Highlights:

- Art directed the Hot Wheels Brand in all international markets
 - Created seven nationwide Point-of-Sale campaigns for Korbel, Kenwood, and VOM
 - Established an impressive client list over a successful seven-year freelance career
 - Six-time poster design contest winner
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Skill Set:

- Experienced Art Director
 - Adept in Adobe Creative Suite/ Mac platform
 - Skilled in a wide range of mediums: Packaging, Logos & Branding, Advertising, Marketing Materials & Strategies, Illustration, Interface Design, Color Styling, and Photo Manipulation
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Professional Experience:

Mattel

April 2008 – June 2009

Art Director – Hot Wheels Brand, International

Graphic Designer – Boys Brand Design Team, Domestic

- Solely managed Brand value for Hot Wheels advertising and events internationally
- Originated and perfected a wide range of designs for Hot Wheels: the annual collector's poster, full-page advertisements, special programs and promotions, as well as large scale displays and environments for trade and licensing shows
- Executed many designs for Mattel's largest brands: Disney-Pixar Cars, Justice League, Funkeys, and Matchbox
- Oversaw the design of the Hot Wheels booth at the Winter 2009, Pitti Bimbo show in Florence, Italy (the largest children's fashion event in Europe)
- Art directed photo shoots for Hot Wheels licensed apparel, including casting of models

HeckArt Studios - Korbel & Kenwood Wineries

Nov. 2006 - Sept. 2007

In-house Freelance Designer

- Designed three varieties of packaging for the Korbel "Split 4-Pack"
- Created Point-of-Sale materials to fit various formats and mediums: full-page magazine ads, store standees, sell sheets, shelf talkers, and bottle neckers
- Wrote quirky advertising taglines for three national sales campaigns
- Art directed many product photo-shoots

- Maintained all projects from conceptual sketches to final print

Electric Soap Design and Illustration
Self Operated/ Freelance Graphic Designer

2003 - Current

Clients Include:

- MTV's "Home Wreckers"
- NBC's "Meet my folks"
- AT&T (commercial)
- CW's "America's Next Top Model"
- Santa Monica Pier
- LA Music Awards
- Eureka Vacuums (commercial)
- LA Times – Travel section
- Venice Music Festival
- Bravo's "Shear Genius"
- CW's "Beauty and the Geek"
- Outside Magazine
- Edmond (feature film)
- Venice Centennial Committee
- Bank of Hawaii
- Venice Beach Carnevale
- Circuit City (commercial)

Edelman PR & CarryOn PR
Freelance Designer

Sept. 2006 - Current

- Designed various pitch materials to successfully win clients such as Yahoo!, New Balance, Symantec-Norton Anti-Virus, and Coors Brewing Co.
- Designed a widely distributed 8-page booklet and a FYI 1-Sheet for Symantec/ Norton Anti-Virus Software

Housebroken
Colorist

May 2004 - July 2005

- Colored the nationally syndicated weekly comic strip
- Featured in 8 major newspapers including the Detroit Free Press, Philadelphia Tribune, & The Seattle Intelligencer

Superdudes.net
Designer/ Illustrator

April 2002 - Jan. 2003

- Created thousands of Superhero bodies, background designs, effects, and titles for trading cards, interactive gaming website, t-shirts, posters, and other merchandise
- Volunteered at over 20 non-profit events for underprivileged and handicapped children
- Maintained and archived all assets in the "Supernator"

Bohbot Kids Network – Animation Studio
Coordinator/Line Producer's Asst.

Jan. 1999 – Nov. 2001

- Played an integral role in each step of the animation production process, from early development to television airing, in four animated series: Roswell Conspiracies, Kong, Capertown Cops, & U.B.O.S.
- Acted as liaison between overseas studios and US, maintained schedules and timelines, shipping, tracking, and distribution
- Color corrected painted backgrounds used in cell animation
- Revised scripts and storyboards

Achievements:

- Three-time winner (2005, 2006, 2008) of the Santa Monica Pier's "Twilight Dance Series" poster design contest (aka summer concerts at the beach). Each year over 100 entries are received. The winning design is displayed all over LA, published in major papers & magazines, used on various types of merchandise, printed on public buses, as well as used as the backdrop of the stage for the entire summer.
 - Three-time winner (2004, 2006, 2009) of the Venice Beach Carnevale poster design contest. The winning design is displayed all over the Westside of Los Angeles, published in many local papers, and used on sales merchandise
 - Co-producer of the "Venice Vintage Motorcycle Rally" - April 2009, July 2009, July 2010
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Education:

AET - Santa Monica, CA 1999 – 2003
Areas of study: Print and Web Design, Traditional and Digital Illustration, 3D and Traditional Animation

University of Nebraska - Lincoln 1991 - 1996
Fine Arts - Design

* References and testimonials available upon request