

# Jeff Meiers Design

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## EXPERTISE

Fluent in HTML, CSS, Bootstrap 3 & 4, GSAP, Responsive CSS Grid/Flex Layouts, Dreamweaver, Adobe Creative Suite, and Sketch. Advanced knowledge and daily use of Demandware (Salesforce), KalioCommerce, Wordpress, Volusion, Listrak, Bronto, Constant Contact and InVision. Working knowledge of JavaScript, jQuery and Capture One.

## EXPERIENCE

### **Graphic Design Leader - 2020-present**

IKEA Corporate USA, Conshohocken, PA

Lead design for nationwide in-store remodeling initiatives (i.e. Lighting Department, Decor Department) and branding initiatives (i.e. Sustainability, Finance). Oversee the graphic production of Graphic Designers across the US. Act as key point of contact for third party vendors for sourcing materials, budget approvals and execution.

### **Digital Designer - 2019-2020**

IKEA Corporate USA, Conshohocken, PA

Design IKEA USA promotional emails and homepages to drive revenue and consumer engagement. Set up and execute new design processes. Work with communications specialists to strategically design new cross-platform content, including social media (i.e. assets for Pinterest, Facebook and Instagram stories). Photograph products to then make original animated content on social.

### **Digital Designer - 2016-2019**

Jonathan Adler, New York, NY

Sole ownership of design and coding of homepage and content pages via Demandware (Salesforce). Design, coding and scheduling of promotional HTML emails via Bronto in an effort to increase sales and consumer loyalty. Work closely with copywriters, marketing manager and e-commerce merchandising manager to collaborate on marketing materials. Photograph product to be used for design assets including social media and onsite distribution.

### **Digital Designer - 2013-2016**

NAC Marketing, Farmingdale, NY

Designed and coded product based microsites with Bootstrap 3. Managed Listrak eCommerce email platform from design and coding, to scheduling and list maintenance. Created category specific landing pages to reflect promotional campaigns. Worked with marketing director to launch timely and engaging campaigns, such as Win-Back and One-Shot offers.

### **Web Designer - 2010-2013**

Fluent Inc, New York, NY

Created all Fluent marketing materials, including trade show booths, magazine advertisements, business cards and postcards. Designed and coded mobile/non-mobile data collection forms, client websites and microsites.

### **Web Designer - 2009-2010**

Graphic Image, New York, NY

Created and launched Graphic Image's first efficient e-commerce website. Doubled number of retail website (graphicimage.com) visits through various SEO techniques. Daily use of Volusion e-commerce software to promote products. Use of SLR/DSLR camera and photo retouching/color correcting.

## EDUCATION

### **BFA, Graphic Design - 2007**

State University of New York New Paltz, New Paltz, NY