

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

Digital Designer - 2019-present

IKEA, 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.

Graphic Designer - 2007-2009

Want Ad Digest, Troy, NY

Organized overall layout of a weekly publication and collaborated with advertisers on creation and design of promotional print campaigns for advertisers. Ensured accuracy of all pre-press material and allowed for smooth interaction between print and design departments.

EDUCATION

BFA, Graphic Design - 2007

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