

JEFF GROSSMAN

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SUMMARY

Strategic Graphic Designer with over **15 years of experience** leading multi-channel visual strategy for high-growth B2B and B2C products. Proven success creating marketing/product collateral, digital campaigns, technical illustrations, 3D product renderings and photography for a diverse product lines driving over \$80M in annual revenue. Key achievements: Created collateral & visual assets for **120+ product launches**, designed clear informative assets that **reduced product returns by 30%**, established design systems that **cut layout turnarounds by 20%**.

CORE COMPETENCIES

Layout Design	Technical Illustration	Adobe Photoshop	Adobe Premiere
Photography	Digital Campaign Design	Adobe Illustrator	Keyshot
Typography	Product Animation	Adobe Indesign	AI Generation
Current Trends	Digital Asset Creation	Adobe After Effects	Figma

EXPERIENCE

WILSON CONNECTIVITY

Senior Graphic Designer / Product Development

June 2016 - May 2026

- Directed cross-platform design solutions for a diverse product-line generating \$80M in revenue, adapting creative assets for multiple mediums while maintaining brand consistency.
- Applied strong design fundamentals through typography, composition and color to successfully communicate each product story or narrative.
- Created 3D product renderings and animations for marketing collateral, ad campaigns and other multimedia channels.
- Developed/managed full packaging lifecycle from initial brief through layout design, proofing, stakeholder approval and final production-ready artwork.
- Designed instructional illustrations content that improved customer comprehension and reduced product returns by 30%.
- Developed modular design systems that cut layout turnarounds by 20%.
- Worked with copywriters to ensure consistent messaging and visual continuity across all product lines.

- Composited images that seamlessly blend into creative layouts.
- Delivered high levels of creativity, attention to detail, and efficiency while managing multiple projects under tight deadlines.
- Maintained DAM library containing over 2000+ digital assets for cross-functional teams.
- Collaborated with Product-Line Managers, Project Managers, Engineering, and Marketing to provide accurate, timely graphics and assets, supporting over 120 product launches.

COMBINED TRANSPORT LOGISTICS GROUP INC.

Graphic Designer / Media & Promotions

May 2015 - June 2016

- Partnered with Career Center and Sales to align key objectives for marketing strategies to increase company awareness.
- Conceptualized and designed targeting ad campaigns that increased recruitment by 34%.
- Designed high-impact print and digital ads for mainstream trucking publications to increase company awareness and drive recruitment.
- Performed onsite photo shoots, video and audio content for company brand identity and to establish positive culture.
- Edited and designed motion graphics for the company intro video that showcased the unique culture.
- Designed company website overhaul in collaboration with external web development team that increased user engagement by 40%.

WILSON CONNECTIVITY

Graphic Designer

July 2011 - May 2015

- Developed creative concepts and design solutions for various cell signal products.
- Created package designs aligned with the brand strategy and target audience defined by marketing and product-line managers.
- Prepared physical designed packaging prototypes for new product presentations.
- Created installation guides and other packaging collateral for product lines.
- Streamlined print production processes through company sourcing to help ensure vendors maintain consistent quality standards.

FREELANCE

Graphic Designer

March 2011 - May 2012

- Designed and developed visually compelling digital and print collateral graphics such as websites, brochures, logos, and video for a variety of clients from different industries.
- Collaborated with clients to understand project requirements and delivered tailored design solutions that meet business objectives.
- Conducted revisions and incorporated client feedback to ensure designs met expectations and project goals.

- Leverage existing brand styles and components to create polished visual concepts, while leaving room for innovation and enhancements.
- Delivered print-ready designs, working closely with vendors to ensure quality production and adherence to deadlines.

EDUCATION

Art Institute

January 2002 - December 2006

Bachelor of Science, Media Arts