

GRAPHIC DESIGNER

JEFF GROSSMAN

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SUMMARY

Versatile graphic designer with years of experience creating brand-aligned visual content across print, digital, and multimedia channels for product lines generating \$80M in annual revenue. Designed instructional illustrations that cut customer product returns by 30%, and produced creative visuals that powered 120+ product launches through close collaboration with Product-Line Management, Engineering, and Marketing. Skilled in typography, layout, branding, and visual storytelling, with a track record of translating technical products into visuals that improve comprehension and drive measurable business outcomes. Genuinely enjoys exploring new tools, trends, and technologies to keep creative work fresh and effective.

SKILLS & TOOLS

Layout Design	Technical Illustration	Adobe Photoshop	Adobe Premiere
Brand Identity	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

June 2012 - 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.
- Designed instructional illustrations content that improved customer comprehension and reduced product returns by 30%.
- Created 3D product renderings and animations for marketing collateral, ad campaigns and other multimedia channels.
- Designed digital assets including infographics, iconography, email graphics, and social/web content for marketing campaigns.
- Composited images that seamlessly align with marketing themes or objectives.
- Delivered high levels of creativity, attention to detail, and efficiency while managing multiple projects under tight deadlines.

- Owned the technical management of digital assets, which included organizing and maintaining the company DAM library.
- Collaborated with Product-Line Managers, Project Managers, Engineering, and Marketing to provide accurate, timely graphics and assets, supporting over 120 product launches.

Graphic Designer

- 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 prototypes and designs 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