

Contact

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(Portfolio)

Top Skills

Art Direction
Adobe Creative Cloud
Graphic Design

Honors-Awards

Bucks County's Top 10 Movers &
Shakers of 2015
American Inhouse Design Award -
Interactive Redesign
American Inhouse Design Award -
Branding Package
American Inhouse Design Award -
Marketing Brochure
MontCo Happening List Winner

Jaime A. Zucker

Freelancer Looking for Work :: Creative Director & Graphic Design
Expert

Greater Philadelphia Area

Summary

For almost two decades, Jaime Zucker has had the opportunity to work with brands from all over the world to create and refresh visual identities. Jaime's involvement in designing and implementing graphic standards for social, corporate, non-profit, and lifestyle companies has allowed her the liberty to use her expertise to successfully blend communications, marketing, and business development together for numerous industries.

Jaime's client list consists of Shark Tank Entrepreneurs, Colleges and Universities, Various Print Facilities, Travel & Tourism Companies, Law, Financial and Pharma Firms in addition to many other industries. Jaime has had the opportunity to work exclusively in-house, remotely through contracts and virtually for her clients.

Mrs. Zucker's creative vision and awareness of design through user experience concepts has permitted her to uniquely strategize the use of multimedia design to help build identities and re-assess current brand's visual needs. Jaime also possesses a wide-ranging knowledge of multimedia design, typography, color theory, page layout, digital, social, web and print production skills.

Both in her professional and personal time, Jaime is a content strategist and enjoys spending time researching best practices and new trends which she shares digitally with her constituents. She enjoys spending time with her family and friends which includes unique travel locations, art of all mediums, architecture, design, fashion and beauty, culture, live music, trendy dining, testing new apps/websites, health, fitness and wellness experiences.

Experience

Sugar Lane Graphics LLC
President + Creative Director + Expert Graphic Designer

July 2014 - Present (5 years 9 months)

Montgomery County, PA

I am a Brand and Identity Designer + Creative Director at Sugar Lane Graphics LLC. I offer creative solutions to corporate, social, non-profit and lifestyle brands. I help establish local and international brands, large and small. My current client list consists of Shark Tank Entrepreneurs, Universities, Print Facilities, Law Firms, Financial Firms, Pharma and Travel & Tourism companies in addition to many other amazing clients.

Shark Branding

Director of Design and Creative

January 2014 - September 2014 (9 months)

Graphic design for various Daymond John's Shark Branding clients.

Pennsylvania Horticultural Society

Brand Manager

November 2011 - June 2014 (2 years 8 months)

Philadelphia, PA

I am responsible for managing and coordinating the implementation of PHS's visual identity for all projects, programs and events including the annual PHS Philadelphia Flower Show. I lead the design development and overall creative direction while managing graphic designers, freelancers, print vendors and interns. I also over see the usage of our brand and subbrands on various platforms such as web, social media, app, merchandise, events and publications. In addition to working with our staff, I ensure our brand maintains its intended standards with all constituents.

HRDQ

Graphic Designer (freelance)

October 2011 - November 2011 (2 months)

- Created Marketing Collateral Flyers and Catalogs
- Created Graphics for Website and Blogs
- Updated Blog Navigation and Design Themes
- Branded Blogs with Logos

VITETTA

Graphic, UX & IA and Intranet Designer

February 2007 - April 2010 (3 years 3 months)

Philadelphia, PA

- Managed UX & IA Design from Concept to Publishing for Website and Intranet
- Created, Managed and Maintained All Marketing Collateral & Graphic Files
- Supported and Unified All National Offices with Graphic Standards
- Planned and Designed All Internal and External Events
- Designed Interactive Presentations for Meetings, Shows and Conventions
- Designed and Managed Promotional Items and Apparel

GVA Smith Mack

Graphic and Web Designer

February 2005 - February 2007 (2 years 1 month)

Wayne, PA

- Created and Maintained Graphic Standards and All Corporate Branding
- Managed Website and Email Marketing
- Managed and Maintained Print Production Schedule
- Established In-House Design Department
- Planned and Coordinated All Internal and External Events
- Selected to Design Materials for GVA Worldwide

Sugar Lane Graphics

Freelance Graphic Designer

April 2003 - January 2005 (1 year 10 months)

- Created User Friendly Website for Non-Profit Youth Organization
- Designed Marketing Collateral for Johnson & Johnson Companies
- Designed & Produced Marketing for Various Advertising Agencies

Horizon/Mercy Blue Cross Blue Shield

Graphic, Website and Intranet Designer

September 2001 - April 2003 (1 year 8 months)

Trenton, Nj

- Created All Marketing Collateral for Members, Providers & Employees
- Managed and Created Graphics for Website and Intranet
- Designed Presentations for Meetings and Conferences
- Established In-House Design Dept. and Managed All Design Projects & Vendors

Launch International

Graphic Designer for Special Projects

March 2001 - August 2001 (6 months)

Doylestown, PA

- Designed White Paper Templates for Compaq Computers
- Designed Evacuation Procedure Plan Templates for SunGard
- Created Custom Charts, Graphs, Graphics, Icons and Forms

Creative Industries Furniture Accessories

Designer, Marketing Assistant and Product Developer

September 2000 - February 2001 (6 months)

Philadelphia, PA

- Designed Catalogs
- Managed All Vendors
- Collaborated with Sculptors, Craftsman and Artists to Create Furniture and Home Accessories

Education

Philadelphia University

Master's TBD, Digital Design · (2004 - 2006)

Millersville University of Pennsylvania

Bachelor of Arts, Graphic and Visual Communication · (1996 - 2000)

Bensalem High School

Diploma, General Education · (1992 - 1996)