



Jeff Sproul

ART, DESIGN, & BRANDING

Hello there! I'm Jeff, and I have nearly two decades of experience in conceptualizing and creating highly successful designs and branded content running cohesively across multiple print and digital platforms.

Contact

917-445-0408
jeffreysproul@gmail.com

Links

jeffsproul.com
[linkedin.com/in/jeff-sproul-design](https://www.linkedin.com/in/jeff-sproul-design)

Education

Katharine Gibbs,
New York, NY
Digital Media
and Communications
Class Valedictorian

Colorado State University,
Ft. Collins, CO
Liberal Arts Degree

Expertise

- Exceptional fluency in both print and digital design.
- Expert level skills in branding, corporate identity, web/app design, UX/UI, typography, social media campaigns, magazines, page layout, concept designs, storyboarding, and visual communication.
- Ability to work quickly, efficiently, and creatively whether working independently or as leading a larger team. Creative vision and attention to detail are never sacrificed at any point in the creative process from inception to final assets.
- Positive influence in a team setting. Communicative, empathetic, and approachable with an unwavering curiosity and excitement for every new project.

Toolbox

Photoshop, Illustrator, InDesign, Premiere, After Effects, Animate, Figma, Canva, Word, PowerPoint, illustration, physical craft design and execution, writing.

Experience



Ripple Street Inc., White Plains, NY
Art Director

2021–Present

- Responsible for the complete re-branding of the company, involving the creation of an updated brand style guide and B2B/B2C print and digital assets. This included the redesign of all company assets including logos, color palettes, typography, as well as the creation of new assets including original illustrations and iconography.
- Designed the Ripple Street Activities app from prototype to final iteration, which generated higher compliance with activities and greater brand engagement.
- Elevated the Ripple Street consumer experience with the creation of premium package designs and other print collateral.
- Organized, storyboarded, shot, and edited original video content.
- Refreshed sales proposal design templates and presentation assets which have been fundamental in generating new business.



Contact

917-445-0408
jeffreysproul@gmail.com

Links

jeffsproul.com
[linkedin.com/in/jeff-sproul-design](https://www.linkedin.com/in/jeff-sproul-design)

Education

Katharine Gibbs,
New York, NY
Digital Media
and Communications
Class Valedictorian

Colorado State University,
Ft. Collins, CO
Liberal Arts Degree

Experience



Jeff Sproul Design, New York, NY

2004–Present

Freelance Art Direction, Branding, and Design

- Implemented large-scale branding campaigns/overhauls including website design, branding and style guide development, and template creation.
- Elevated brand identities with multiple cross-platform materials (logos, letterheads, banners, etc.).
- Conceptualized and implemented web traffic-driving email and social media campaigns.
- Organized and designed content for multiple brochures, magazines, websites, posters, event programs, and other promotional materials.



Scholastic National Partnerships, New York, NY

2004–2019

(Advertising and marketing arm of Scholastic Inc., responsible for creating advertising, promotional, and marketing materials.)

Designer (2004–2008) | Senior Designer (2008–2010) | Art Director (2010–2019)

- Composed numerous revenue-generating ads, marketing and promotional materials, websites, email blasts, social media campaigns, online games, and downloadable content for a diverse list of clients.
- Led design teams on multiple successful, multi-year sponsored programs.
- Spearheaded highly successful co-branded, client-sponsored issues of select Scholastic magazines, planning and executing all design and visual style for the full magazines and online extended content.
- Conceived and executed designs in the mock-up phase that consistently helped to win new business.

Clients

Here are some of the clients I've been privileged to work with across my career so far...

<i>The Actors Fund</i>	<i>Girl Scouts of the USA</i>	<i>Lockheed Martin</i>	<i>Robert Mondavi</i>
<i>Columbia TriStar</i>	<i>Hasbro</i>	<i>Netflix</i>	<i>Royal Canin</i>
<i>Deloitte</i>	<i>HBO</i>	<i>Nintendo</i>	<i>Warner Brothers</i>
<i>Disney</i>	<i>Kraft Heinz</i>	<i>Ocean Spray</i>	<i>USPS</i>
<i>FOX Sports</i>	<i>LEGO</i>	<i>OREO</i>	<i>StoryCorps</i>