



## PROFILE

As an innovative and passionate professional, I bring a decade of successful experience in graphic design and production for clothing companies, startups, and digital marketing agencies. My expertise extends to market research, as well as apparel, print, and digital design. I excel at translating abstract concepts and sketches into high-quality tangible products. Additionally, I specialize in creating impactful product presentations that resonate with target audiences and demographics. Through collaborative efforts, I've forged strong partnerships with colleagues, design teams, and marketing professionals, ensuring successful product development. Moreover, my ability to engage with customers, management, and vendors has been instrumental in driving business growth and delivering projects on schedule.

## CONTACT

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# JONATHAN BAEBLER

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Portfolio: <https://www.jbaebler.com/>

## EDUCATION

**Dixie State University – St. George, UT**  
Bachelor of Science in Communications

## WORK EXPERIENCE

### **JUNK FOOD Clothing – Graphic Artist**

March 2020–Present

- Responsible for the creation of line sheets and presentations for Marvel, Miller High Life, Macys, Dillard's, Urban Outfitters, Buckle, Bealls, PacSun, Revolve, Saks and Tilly's.
- Effective collaboration across teams to ensure products meet retailer and company standards.
- Perform submissions to the licensing team, which includes adding legal lines to art, making updates to art and finding source art.
- Perform photo retouching and recoloring for images used in catalog, web and social media.
- Perform graphic superimposition on images using Photoshop, including image manipulation for both print and web purposes.
- Conceptualize and perform research for seasonal deliveries and the creation of art.
- Consistently meeting deadlines and delivering high quality products.
- Create tiffs, web images, line sheets and submissions for NBA & NFL.

### **The Best Year of Your Life LLC- Graphic Designer**

Jan. 2022–July 2022

- Conceptualize and design logo, branding, social media/print ads, website and wireframing.
- Design miscellaneous assets as needed, such as popup forms, print materials, etc.
- Ensure design deliverables reflect client standards/branding and perform quality assurance.

### **LF Products LLC- Jr. Production Artist**

August 2019–March 2020

- Designed box layouts for La-Z-Boy, Serta, Thomasville and Elle Decor chairs sold in retailers worldwide.
- Produced Line Art and manipulated images for digital and print content using Adobe Creative Suite.

## EXPERTISE

- Graphic Art
- Print and Web Design
- Digital/Social Media
- Photo Retouching
- Typography
- Brand Identity
- Communication Skills
- Layout
- E-Commerce

## SOFTWARE & PROGRAMS

- MS Office Suite (Word, Excel, PowerPoint, Outlook, Teams, SharePoint)
- Adobe Creative Suite (Photoshop, Indesign, Illustrator)
- Adobe Acrobat
- LumaFusion Video Editor
- WordPress,
- Wix
- Canva

- Effectively collaborated with marketing and sales teams to establish guidelines that align with our branding and company standards.
- Developed conceptual package designs from inception to completion and delivered presentations to the Creative Director.
- Created icons using Adobe Illustrator to be used on all boxes sold to the retailers.

### **Freelance and Contract – Production Designer/ Production Artist**

October 2017–August 2019

- Produced postcards, brochures and flyers for real estate agents and individual customers nationally while following company guidelines.
- Effectively collaborated with the graphics team, account managers, and sales teams to ensure that products met both client and company standards.
- Produced catalogs for all products sold through Knock Knock and People, Palaces & Things using InDesign.
- Utilized Photoshop to manipulate photos of product images used in catalogs, POP and packaging.
- Produced look books for women's and men's clothing lines for over 150 outfits.
- Updated refined artboards in Adobe Illustrator and presented them to the marketing team for final approval.

### **Boostability- Junior Graphic Designer**

August 2015–October 2017

- Developed over 10K assets for sale market blog pages sold to increase Online presence for customers.
- Utilized WordPress backend to provide primary quality assurance for websites.
- Developed and supervised new employee training.
- Redesigned 20% of wireframe theme templates used in production to achieve a more modern aesthetic to improve our overall brand.
- Received multiple team Employee of the Month Awards for achieving the highest numbers, and recognition as an outstanding team player.
- Led design training across multiple teams resulting in the execution of queue clearing in record time.
- Learned and Utilized Hugo Platform for the creation and quality assurance of blogs.
- Purchased domains used in blog production in order to represent clients.
- Designed infographics to demonstrate workflow processes for the organization.

### **Rodeo Athletes– Lead Artist/Apparel Designer and Production Artist**

August 2014– May 2015

- Co-created two clothing lines, targeting two different demographics (including rodeo demographic)
- Designed and concepted over 55 tee shirt designs for men's and women's apparel for 3 different brands.
- Co-developed and managed multiple brand marketing plans to support all clothing lines.
- Co-orchestrated photo shoots for clothing catalog.
- Produced and developed the catalog for all clothing lines.
- Created and managed excel inventory program for all clothing lines.