



# JEREMY GRANGER

UX/UI/GRAPHIC DESIGNER

## <contact>

jgrangerdesign.com  
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631.988.4274

## <experience>

### Vizrt Group

Jan. 2022 – Present

Vizrt Group is the world's leading provider of visual storytelling tools for media content creators in the broadcast, sports, digital and pro-AV industries, helping them to build a better-informed world.

March. 2021 – Jan. 2022

Nov. 2019 – May 2020

### ChyronHego

March 2015 – Oct. 2019

ChyronHego is a global leader in broadcast graphics creation, layout, and real-time data visualization offering a wide variety of products and services for live television, news, sports, corporate and government video production.

## <hello>

UX/UI and Graphic Designer with a variety of front-end developer experience who consistently identifies methods to achieve improved productivity and visual designs. Proven ability to self-manage, multi-task several projects, and meet strict deadlines.

**DIGITAL EXPERIENCE MANAGER** | The web team under Marketing Ops is the front-end developer side for all four brands. Charged with maintaining and improving upon the user experience (UX) and the interfaces they use (UI).

- Successfully lead several product launches by coordinating assets needed, turnaround time, and coding the front-end experience across all pages on the website.
- Solved a bottleneck created by smaller projects by leading two training sessions for the Sitecore CMS that I learned myself only 7 months prior. This initiative allowed access to Product Marketing Managers and Demand Gen Managers so they could confidently make simple edits themselves.

**CREATIVE DESIGNER** | Contracted for the Brand & Content team, the goal was to align with the Global Marketing Group across a multitude of projects while ensuring consistent branding and timely delivery of project materials.

- Various teams use MS Visio Diagrams to create important product solution workflows and were being tasked with raising their level of branding and presentation. I was tasked with designing and implementing a system to do so that included the creation of an extensive library of over 500 icons. I accomplished this by leading the internal test group and implementing their feedback during Q4.
- Management of digital assets for four brands with a global reach.

**SPORTS MARKETING MANAGER** | Partner with the Global Head of Sports Marketing and product management team to understand the product strategy to assist in the development of customer case studies and compelling content to drive the overall business strategy.

- Helped implement 12 new email templates after the company incorporated Pardot into their existing marketing Salesforce integration.

**ART DIRECTOR** | Create visual rebranding for documentation and design of all sports and broadcast marketing collateral for the Director of Marketing and CMO.

- When a \$68k website redesign project fell through, I and a colleague completed the project in under 7 months, just in time for the industry's largest trade show, for a cost of just over \$4k.
- Promoted to Art Director in 2018.
- Within the first 2 quarters, I completely overhauled; revamped all 42 product info sheets for easier distribution to the sales team and clients. This solved a previous headache for the global sales teams. Redesigned again 1 ½ later to add interactive components to the PDFs as well as translated versions for 16 products.



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## <experience>

### Total Nutrition Vitamins, Inc.

May 2011 – March 2015

Total Nutrition Vitamins, Inc. specializes in manufacturing premium quality supplements since 1979.

**ART DIRECTOR** | Within the first year successfully implemented a program to rebrand all packaging and create an updated modern design scheme; restructured the existing email marketing system which increased sales; overhauled the existing file management system which increased production standards.

- Pioneered a new review process resulting in improved, accuracy, FDA compliance, savings averaging over \$300/month in less product waste, and an over 40% increase in label production within the first 3 months.
- Implemented a new workflow that allowed for a 60% increase in email marketing.
- Took the initiative to successfully rebrand the company and updated art for over 2,000 product labels within a year.

COMPLETE WORK HISTORY CAN BE FOUND ON LINKEDIN OR MY PORTFOLIO WEBSITE

## <education>

### FARMINGDALE STATE COLLEGE

Bachelors Degree in Visual Communication

President's List and Dean's List | Graduated with Cum Laude honors and a 3.52 overall GPA.

### SUFFOLK COUNTY COMMUNITY COLLEGE

Associates Degree in Graphic Design

Dean's List

- Worked in Farmingdale State Colleges agency program providing freelance work for non-profit organizations.

## <expertise>

**15+**  
YEARS  
Creative  
Visual Design

**15+**  
YEARS  
Adobe  
Creative Suite

**11+**  
YEARS  
Branding and  
Art Direction

**11+**  
YEARS  
UX/UI  
Design

**10+**  
YEARS  
Print  
Design

**10+**  
YEARS  
Global  
Marketing

**10+**  
YEARS  
Executive Level  
PowerPoints

**5+**  
YEARS  
Package  
Design

**3+**  
YEARS  
HubSpot Inbound  
Marketing

**3+**  
YEARS  
Salesforce CRM  
and Pardot

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