

# JEFFREY SHERMAN

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## PROFESSIONAL SUMMARY

### Senior Graphic Designer | CPG Packaging & Marketing | Creative Leadership

Seasoned design professional with more than 20 years of experience in branding, packaging, and marketing collateral across consumer goods and healthcare. Proven ability to lead creative teams with excellent communication, execute high-impact design strategies, and uphold brand standards across channels. Adept in Adobe Creative Suite, with strong skills in layout, color, typography, and visual storytelling.

## CORE SKILLS

- CPG + Retail Packaging Design
- Brand Development
- DAM & Asset Management
- Team Leadership & Mentorship
- Print & Digital Marketing
- Project Management (Workfront, Trello)
- Adobe Creative Suite (AI, PS, ID)
- Cross-Functional Collaboration
- Concept Development

## PROFESSIONAL EXPERIENCE

**SENIOR GRAPHIC DESIGNER** | [iLoveToCreate, Fresno, CA](#)  
January 2024 – AUGUST 2025

### RESPONSIBILITIES

- Assist Art Director with leading a creative team working on craft product packaging for more than 1,500 unique skus across multiple national and international craft brands including Tulip®, Aleene's® and ColorShot®.
- Develop industry leading and innovative packaging design that supports brand stories, showcases product technology and helps internal sales team to capture floor and shelving space in all retail environments including Walmart®, Costco®, Sam's Club®, Target®, Hobby Lobby® and Michaels®.

### KEY ACCOMPLISHMENTS

- Created comprehensive brand guideline kits to ensure cross-functional alignment on brand voice, visual identity, and asset usage—including logo application, color systems, typography, and imagery standards.
- Established and maintained shared Adobe Creative Cloud Libraries to centralize brand assets and ensure consistent visual standards across global creative, marketing, and product teams.
- Championed design excellence and innovation across all creative touchpoints, ensuring alignment with evolving brand strategies.
- Actively contributed to high-priority design projects, stepping in as lead designer when needed to meet tight deadlines or refine key visuals.
- Collaborated cross-functionally with marketing, research & development, and brand management teams to align creative direction with business goals and campaign initiatives.

**SENIOR DESIGNER + PHOTOGRAPHER** | [Valley Children's Healthcare, Madera, CA](#)  
January 2010 – March 2022

### RESPONSIBILITIES

- Build and maintain brand guidelines to protect corporate assets and advocate for consistency across all collateral
- Conceptualize and complete publications including annual reports, brochures and advertising campaigns
- Partner with internal and external web development teams to help build and maintain a robust website
- Lead campaign creative process to develop concepts for presentation to stakeholders
- Maintain a digital asset management system to share with creative partners, vendors and internal leaders
- Visual storytelling through patient and medical staff photography for advertising and communication needs
- Work with departmental leadership and content experts to produce informative and compelling collateral for patient families

## KEY ACCOMPLISHMENTS

- Organized and designed a book (“One Day at Children’s”) showcasing photography from 30 volunteer photographers, including myself, during each hour of a 24-hour period at Valley Children’s Hospital.
- Lead the effort of a complete re-brand of a pediatric healthcare network. Developed an entire brand guide for internal and external use. Researched and procured a cloud-based digital asset management product and implemented its use globally throughout the organization.
- American Advertising Awards: ADDY Award - Best of Print + ADDY Award - Best of Show
- Designed and managed the production of a complex print project, coordinating with multiple vendors and ensuring on-time delivery and high-quality results.
- Conceptualized and designed a visually stunning trade show booth that received high praise from both clients and industry peers, resulting in increased lead generation and business opportunities.
- Mentored junior designers and provided constructive feedback that resulted in their professional growth and improved design skills.

**PRINCIPAL + LEAD CREATIVE** | Sh3rman Creative Co., Clovis, CA  
January 2001 – Present

## RESPONSIBILITIES

- Manage multiple projects simultaneously while meeting tight deadlines
- Collaborate with clients to understand their design needs, goals, and target audience
- Prepare production-ready files and assets for print and digital distribution
- Maintain a digital asset library and organize design files for easy accessibility and collaboration
- Stay up-to-date with design trends and software to deliver innovative and effective design solutions to clients

## KEY ACCOMPLISHMENTS

- Complete re-brand of a multi-faceted hospitality and farming business and development of a new corporate brand guide
- Creation and development of branding components and event themes for an annual children’s business fair
- Assisted with several social media video graphic needs for national brands including Panera® and Good American®
- Commercial photography for local trucking and transport company for use in print and digital media and advertising
- Designed and developed a first-place winning event poster for a diversity and inclusion program for autistic children

**GRAPHIC DESIGNER + PRODUCTION SCHEDULER** | JP Marketing, Fresno, CA  
September 2006 – January 2010

## RESPONSIBILITIES

- Communicate with clients to gather project requirements and specifications, and provide regular updates on project status
- Create visual concepts, graphics, and layouts for various mediums such as websites, social media and print materials
- Create and manage production schedules for print and digital projects, including timelines, milestones, and deadlines
- Troubleshoot production issues and provide timely solutions to prevent delays or errors
- Manage resources effectively to ensure that all projects are staffed appropriately and that production goals are met

## KEY ACCOMPLISHMENTS

- Helped to develop and code several client websites from concept to launch
- Produced 3-D packaging mock-ups for food & beverage clients
- Innovative photography with custom lighting for client projects and marketing campaigns
- Managed and produced weekly ads for a multi-brand auto dealership with no errors or missed deadlines

## EDUCATION

**BACHELOR OF FINE ARTS** | BFA w/ Graphic Design Option | California State University, Fresno  
**ASSOCIATE OF ARTS** | AA Liberal Arts and Sciences | Fresno City College, Fresno