

John Ledford

Graphic Designer / Web Developer

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Work Experience

Freelance Graphic, Print and Web Designer

2008 – Current

JDL Designs

My primary work is in graphic design, web design, email marketing, business printing and product packaging. I also assist clients with social media marketing, trade shows, SEO & Analytics. I have a variety of clients I perform services for from Real Estate to a B2C and B2B Airsoft company.

Art & Marketing Director

2013 – 2020

Vertical Partners West LLC

Vertical Partners West was a Radio Control Car, Truck, Drone, helicopter, airplane, battery and charger online retail company. My duties included but were not limited to: packaging design, email marketing, web design, 3D modeling, video animations, trade show design, online and print advertising, designing manuals, photography to name a few. I also directed a two person team on daily and weekly duties as well other tasks. A few other tasks as a director, were marketing budgets, calendar timelines, writing, proofing and keeping our market team on task.

Graphic, Print and Web Designer

2004 – 2013

Advantage Ads/Digital Art Studios

Part of my duties performed consisted of designing local commercials displayed in grocery stores around the Northwest. Other duties performed were graphic and print design for businesses including: brochures, flyers, business cards, presentation folders, post cards, etc. During this time I also did web design and development for some local and nationwide companies. A few larger clients I had the opportunity to work with were Verizon, Comcast, Remax, Century 21, Wells Fargo and the Colorado Avalanche.

Professional Snowboarder

1993 – 1999

Volvo Ski Show and Budweiser Aerial Assault Ski Team

I was honored to have the opportunity to travel, compete and perform around the world. Some of my favorite memories were performing in Japan, Korea and the United States. My sponsors were Budweiser, Morrow Snowboards, Spy glasses and Volvo. I will always cherish the great memories and friends I was able to meet around the world.

Education

A.A.S Degree in Multimedia and Graphic Design

2003 – 2005

ITT Technical Institute

A Plus Certification

2000 – 2000

North Idaho Workforce Training

General Education Courses

1988 – 2000

North Idaho College

Software

Graphic Design/Print

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Express

Web Design

HTML/CSS/JS
Wordpress
Woocommerce
Shopify

Video Editing

Adobe Premiere
Adobe After Effects
Apple Final Cut/Motion
Maxon Cinema 4D

Marketing/Sales

B2B/B2C Sales
E-Commerce
Google/Facebook Ads
Mailchimp

References Available Upon Request