

John Ledford

Graphic Designer / Web Developer

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Work Experience

Freelance Graphic, Print and Web Designer

2009 – Current

JDL Designs

I'm a creative professional with expertise in graphic design, web design, email marketing, and print materials (business printing & product packaging). I also offer additional services like social media marketing support, trade show design, and SEO & analytics consultation. My diverse skillset allows me to cater to a wide range of clients, from real estate agents to B2C and B2B companies, including an Airsoft company.

Art & Marketing Director

2013 – 2020

Vertical Partners West LLC

At Vertical Partners West, a leading online retailer for Radio Control vehicles (cars, trucks, drones, helicopters, airplanes) and battery/charger solutions (Venom Power, Atomik RC, Bias Batteries, Electro Volt Industrial Batteries), I thrived in a fast-paced environment, leading a two-person design team. My expertise encompassed a wide range of creative disciplines, including packaging design, email marketing, web design, 3D modeling, video animation, trade show design, online and print advertising, and technical manual creation. As a design director, I also spearheaded marketing initiatives, managing budgets, establishing project timelines, and overseeing copywriting and proofing to ensure brand consistency across all touchpoints.

Graphic, Print and Web Designer

2004 – 2013

Advantage Ads/Digital Art Studios

I honed my design expertise crafting engaging visuals for a diverse clientele, including national brands like Verizon, Comcast, Re/Max, Century 21, Wells Fargo, and even the NHL's Colorado Avalanche. My work encompassed local grocery store commercials, impactful print materials (brochures, flyers, business cards, presentation folders, postcards), and web design/development for both local and national companies.

Professional Snowboarder

1993 – 1999

Volvo Ski Show and Budweiser Aerial Assault Ski Team

Prior to transitioning into design, I honed my discipline and work ethic as a professional snowboarder, competing internationally and securing sponsorships with leading brands like Budweiser, Morrow Snowboards, Spy, and Volvo. These experiences instilled in me a strong sense of dedication and the ability to collaborate effectively with brands, which I now leverage in my design career.

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