



GREG TUCKER

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Senior Graphic Designer | Print & Digital Design | Omnichannel Design Solutions

Multifaceted graphic designer with 15-year history creating compelling print and digital creative. Recognized for taking an idea and elevating it to its peak and then maintaining momentum by evolving brand identity. Experience owning the creative process from end to end; translate client vision and brand strategy into compelling design solutions. Manage design projects from concept through production.

Deliver competitive advantage by leveraging well-rounded experience, including exposure to diverse brands, companies, and stakeholders. Proficient in multiple types of media. Specialize in design and production of on-brand print & digital design assets across a variety of channels.

Thrive in collaborative client-facing settings; champion cultures of creative excellence. Strengthen partnership across teams to create cohesive, aligned results. Agile and responsive to changing needs and trends; consistently generate quality on-time/on-brand deliverables.

Experience:

GT Graphic Arts 2010–Present

Lead Designer

- Elevate client campaigns and paid social media/advertising presence by developing creative, custom solutions.
- Build brands on multiple mediums and across numerous platforms. Expand brand expressions; create diverse design assets, ranging from collateral design to GIF/video/animation production.
- Own projects from end to end; develop files from initial design through production and all final outputs.
- Clients: Ipsos, GSTQ, Porsche, Penguin Randomhouse, OFF!, PetSmart, Keolis, Related Companies, Le Fleur, CBRE, and the IRL Festival.

Lockton Companies Jan 2023–April 2023

Freelance Graphic Designer

- Helped generate \$50K+ in new business by designing and developing creative, forward-thinking proposals and renewals.
- Created client-forward live event web pages, e-vite announcements, social media graphics and all marketing assets.

Cushman & Wakefield 2019–2020

Graphic Designer

- Generated \$200K+ in new business by designing and developing revenue-generating pitch presentations with the marketing team.
- Created presentation decks, eBlasts, maps, website graphics, marketing materials that are branded to the client.
- Remained ahead of the curve in a fast-evolving competitive market by closely partnering with R&D.
- Honored as 2020 Graphic Design USA In-house Design Award Winner for interactive iPad presentation.

The XD Agency 2014–2019

Freelance Production Artist

- Complemented client's unique style by designing custom PowerPoint decks; ran them during live performances.
- Solved graphic needs at live experiences by closely collaborating with producers.
- Created numerous impactful print collateral pieces for clients.

Rosen Publishing 2004–2014, 2018–2019

Creative Director

- Orchestrated full-cycle creative initiatives; delegated projects to a 10-member team of designers.
- Improved printing process efficiency and cost control by implementing new business practices and streamlining production procedures.
- Consistently met deadlines and ad-hoc requests; created on-the-fly covers and marketing materials and direct mailers.

Full Beauty Brands 2017

Freelance Production Designer

- Assembled catalog layouts for fashion house; produced compelling content and maintained consistency and alignment through effective cross-team collaboration.
- Updated all assets throughout the project; prepared files for final production and output.

ReSource Pro 2016–2017

Freelance Production Designer

- Developed graphics, typography, and mockups for the company's first mobile app, including intro screens, banners, and menu icons.
- Designed and developed eBlasts, PowerPoint presentations, social media logos, and banners for new business and tradeshows while maintaining corporate branding.
- Maximized website launch impact by partnering with the marketing coordinator to create media.

Douglas Elliman 2015–2016

Marketing Coordinator/Designer

- Cross-functionally collaborated on sales-generating pitches, advertisements, newsletters, sell sheets and eBlasts.
- Managed social media events and campaigns to promote fundraisers and new listings to clients.
- Researched new listings in partnership with agents, guaranteeing accuracy of information.

Hogarth Worldwide 2015

Freelance Digital Designer

- Adapted multiple landing pages for an interactive website.
- Downsampled images to assist the web team in creating website assets.

Additional accomplishments:

Current President of the Co-op Board for the Warwick, Jackson Heights, NY

Skills:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe XD
- Powerpoint/Keynote/Slides
- Quark Express
- Ceros
- Macintosh OS
- Windows OS

Skills:

Landing Pages

Ad Banners

Social Media

Web Graphics

Print Processes

UI Design

Typography

Education:

LIU Post

Bachelor of Fine Arts
Digital Art and Designs

Suffolk Community College

Associates Degree
Fine Arts

School of Visual Arts

Motion Graphics
Advertising
Branding