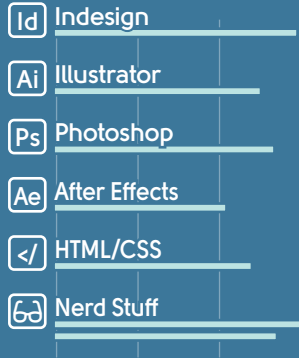


# Jared Mabrey



## SKILLS



## DESIGN SKILLS

Typography  
Print Design  
Layout  
Photography  
Web Design

## DEVELOPMENT

2017, 2018, 2019 Prep:

LEAD Conference,  
OKC

2018:

Inkling Conference,  
Chicago

2018:

DevLearn,  
Las Vegas

2019:

Global Leadership Summit,  
OKC

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## EXPERIENCE

JAN 2019–  
PRESENT

### GRAPHIC DESIGNER

BUY FOR LESS/UPTOWN GROCERY, OKC

Create multi-tiered campaigns for 4 very different brands owned by Buy For Less, across 11 locations  
Maintain and launch digital platforms: billboard, in-store screens, menus, register lane screens  
Create uniquely store-specific custom signage, following current decor/architecture – paying attention to creating a particular feel for each brand  
Source any specialized materials to produce in-house, or hardware for mounting/installing in-store

AUG 2017–  
DEC 2018

### TRAINING LEAD GRAPHIC DESIGNER

LOVE'S TRAVEL STOPS, OKC

Transferred within Love's due to extensive design capabilities and technical prowess to be part of the four-person dream team to overhaul the entire training program company-wide  
Became product lead for Inkling, an on-time learning platform; managed successful launch in Feb 2018  
Designed CBT shell template for all video and Computer Based Training for the entire company  
Managed two designers hired in August 2018 and became Lead for remaining instructional designers

APR 2015–  
AUG 2017

### MARKETING GRAPHIC DESIGNER

LOVE'S TRAVEL STOPS, OKC

Designed monthly promotions for use in-store, online, digital presence and in-flyer advertisements and roadside billboards  
Designed, printed and shipped on time to Love's national 400+ store chain by use of in-house print shop  
Created company-wide email templates for department distribution, including IT, Merchandising & Training

SEP 2014–  
APR 2015

### GRAPHIC DESIGN COORDINATOR

ONCUE EXPRESS C-STORES, STILLWATER, OK

Designed oversized store windows, outdoor signage, website and digital platforms  
Created new gift certificate system from scratch for in-house printing, increasing efficiency by 75%+  
Helped manage digital signs company-wide and website promotions, create social promotions

NOV 2010–  
AUG 2014

### GRAPHIC DESIGNER

MATHIS BROTHERS FURNITURE, OKC

Designed in-store signage for 4 main stores and child companies, along with newspaper ads and commercial lower-thirds  
Created web ads, maintained current website, designed/developed html emails, facebook promotions  
Managed all email blasts company-wide, managed all digital sign front-end and billboards

JUN 2009–  
JAN 2011

### CONTRACT GRAPHIC DESIGNER

OKLAHOMA WEB DESIGN & HOSTING, OKC

Worked on a per-job basis, creating a wide variety of designing logos, website/flyer layouts, etc.

JAN 2004–  
AUG 2014

### PART-TIME WAREHOUSE LABOR

UNITED PARCEL SERVICE, OKC

## EDUCATION

AUG 2003–  
MAY 2008

### BACHELOR OF FINE ART

UNIVERSITY OF OKLAHOMA, NORMAN

Majored in Graphic Design with a minor in Art History, and a bonus year of Photography