

JED EMPLEO

designer | photographer

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www.jedempleodesign.com

201.314.5026

OBJECTIVES

1

discover the person
behind the work

2

showcase current & prior
sample works

3

secure a potential
interview

RESUME

A multi-faceted and highly adaptable design veteran with 10+ years of experience developing creative solutions in several industries including sports, entertainment, hospitality & retail.

WORK EXPERIENCE

NEW YORK FOOTBALL GIANTS

SENIOR GRAPHIC DESIGNER

OCT 2019–PRESENT

- Lead designer on corporate partnerships proposals and partner recaps in both digital and print formats
- Created high-level presentations & quarterly recaps for New York Giants' board of directors and c-suite executives
- Managed day-to-day projects for junior designer and design intern
- Created digital assets such as banner ads, email marketing campaigns, billboards & website landing pages
- Designed elements for all Giants content platforms including Giants Social, Giants.com, Giants Mobile App, GiantsTV & MetLife Stadium
- Lead photo retoucher during gamedays

LEGENDS HOSPITALITY

CREATIVE SPECIALIST

SEP 2016–OCT 2019

- Lead designer on developing RFPs and sales presentations for key stakeholders and potential partners
- Creation of B2B/B2C printed and digital content for Legends' international clientele
- Lead photographer for the New York Yankees' merchandise department and Aspire on One World Observatory

DESIGN EXPERTISE

Marketing, Advertising, Presentation Design, Branding, Typography, Social Media, Photography, Photo Editor

DXAGENCY

INTERACTIVE DESIGNER

OCT 2013–AUG 2016

- Primary designer on the MSG Networks account that produced image and motion graphics for social media platforms
- Designed UX/UI wireframes for development team
- Created Google IAP ads for Shopify clients

WYNDHAM WORLDWIDE

FREELANCE GRAPHIC DESIGNER

JUL 2013–OCT 2013

- Created B2B/B2C content for Wyndham's internal and external clients
- Aided in the rebranding of the RCI (Resort Condominiums International) division
- Conducted face-to-face client meetings discussing creative solutions

HBO

FREELANCE GRAPHIC DESIGNER

JUN 2009–AUG 2011

- Designed main header banners for HBOGO/MAXGO websites
- Produced image content for HBO and CINEMAX affiliates
- Provided technical and troubleshooting advice to HBOGO team

SOFTWARE SKILLSET

Adobe Creative Suite, Microsoft Office 365, Insta360 Studio

BRANDS I'VE WORKED WITH

but not limited to...



NEW YORK FOOTBALL GIANTS

The following examples are various graphics created distributed across all Giants platforms.

Digital samples include:

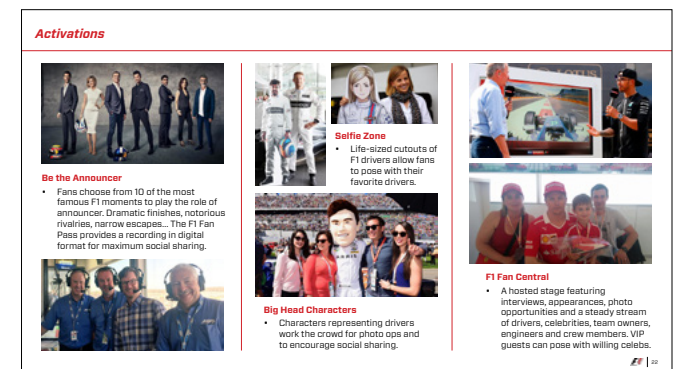
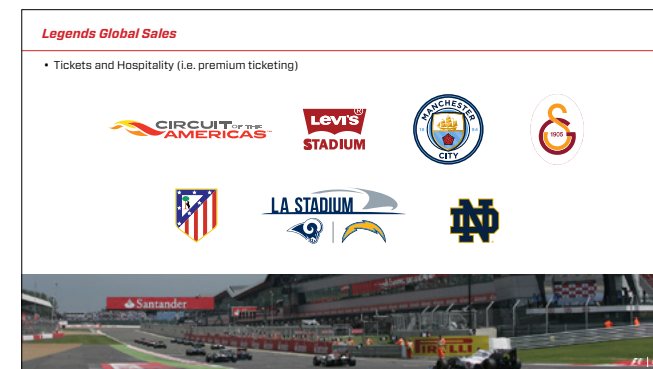
- GAMEDAY THEMES
- SOCIAL MEDIA GRAPHICS
- YOUTUBE THUMBS
- OUT OF HOME MEDIA



PRESENTATION DESIGN

Specializing in presentation design, the following slide examples were created for:

- ELI MANNING
- US OPEN
- FORMULA 1



OTHER WORK

Examples include:

- DIGITAL AD CAMPAIGNS
- EMAIL BLASTS
- SOCIAL MEDIA GRAPHICS

L.A. STADIUM
 & ENTERTAINMENT DISTRICT
 AT HOLLYWOOD PARK

LASED BY THE NUMBERS

<p>2,000 WORKERS ONSITE PER DAY THAT WORK 2 SHIFTS</p>	<p>OVER 30,000 MAN HOURS WORKED TO DATE</p> <p>ONLY HALF WAY THROUGH</p>
<p>ALMOST \$2,000,000 OF WORK IN PLACE PER MINUTE</p>	<p>CELEBRATING THE HIGHEST POINT IN CONSTRUCTION</p> <p>IN LATE JUNE</p>
<p>"ONE OF THE LARGEST SPORTS PROJECTS IN THE WORLD"</p> <p>APPROX. 80,000 TONS OF STEEL MAKING UP THE BOWL AND STRUCTURE OF THE BUILDING</p>	<p>APPROX. 50% COMPLETED</p>
<p>APPROX. 17.8 MILES OF BRAIDED STEEL THAT WILL HOLD UP THE ROOF STRUCTURE</p>	<p>EXCAVATED 100 FT INTO THE GROUND</p>
	<p>1 OF 3 LARGEST CRANES IN THE WORLD</p>
	<p>273 TRUCKS TO TRANSPORT THE CRANE TO THE CONSTRUCTION SITE</p>

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POP UP SHOPS NOW

Red Bull
NEW YORK
MSG
UNITED WE WATCH

USA OFFICIAL STORE
 U.S. SOCCER NEW ARRIVALS JERSEYS MEN WOMEN YOUTH ACCESSORIES

TOP GIFTS FOR HIM

<p>U.S. SOCCER MEN'S NIKE USA 2018/2019 VAPOR MATCH HOME JERSEY</p>	<p>U.S. SOCCER MEN'S NIKE USA SQUAD TEE UNIVERSITY RED</p>
<p>U.S. SOCCER MEN'S NIKE USA 1/4 ZIP JACKET - NAVY</p>	<p>U.S. SOCCER MEN'S NIKE USA SQUAD TRAINING TOP MIDNIGHT NAVY</p>

FOLLOW US @USNICE1913 AND USE #ONENATIONONE TEAM

*All promotions are valid while supplies last. No coupon or minimum purchase required. Cannot be combined with other promotions or coupons. Cannot be applied to previous purchases or redeemed for cash. Other restrictions may apply.

SEVEN ON 9

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 Climate controlled, indoor reserved seating
 Access to outdoor hospitality terrace

Tickets Start At \$600 Per Person!

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9/14	9/28	10/5	10/12	11/2	11/16	11/23

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MIZZOU FOOTBALL
 PREMIUM SEATING

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 SECURE YOURS TODAY!

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SAVE THE DATE

We invite you to attend a game at the
MLB LONDON SERIES
 AT LONDON STADIUM

B vs **NY**

GAME 1 - SATURDAY 29 JUNE - FIRST PITCH AT 6:10PM
 GAME 2 - SUNDAY 30 JUNE - FIRST PITCH AT 3:10PM

RSVP 29 JUNE RSVP 30 JUNE

Invitation may not be transferred.

PHOTOGRAPHY

Proficient in photography, I have conducted photo shoots with content ranging in:

- SPECIAL EVENTS
- FOOD & BEVERAGE
- MERCHANDISE



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CASE STUDIES

- NEW YORK FOOTBALL GIANTS: Content Logo Creation
- ONE WORLD OBSERVATORY: *AN EXPERIENCE ABOVE* Marketing Campaign
- USC COLISEUM RENOVATION: Sales & Marketing Collateral
- GEARHEADED MEDIA: Automotive Photography

CASE STUDY

NEW YORK FOOTBALL GIANTS

Content Logo Creation

VISION: Upon my hiring, I was given the task to design or refresh several logos for new Giants' content and editorials.

PROJECT: Create new accompanying logos for several pieces of Giants' digital content and editorials.

Logo content includes:

- PODCAST
- SEASON-LONG CAMPAIGN
- ARTICLE
- EVENTS

RESULT: New logos renders more digital/ web traffic, digital content drives ticket sales, dedicated event logos, each piece of content is a sponsorable asset.



CASE STUDY

ONE WORLD OBSERVATORY

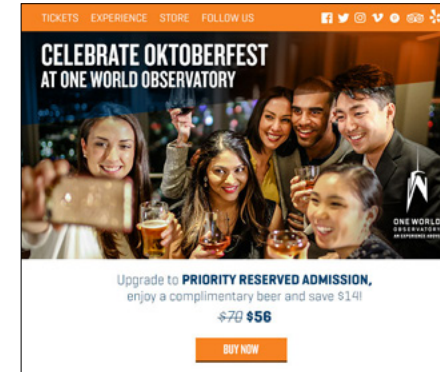
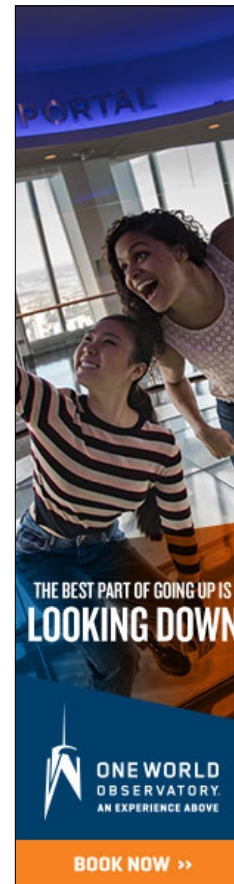
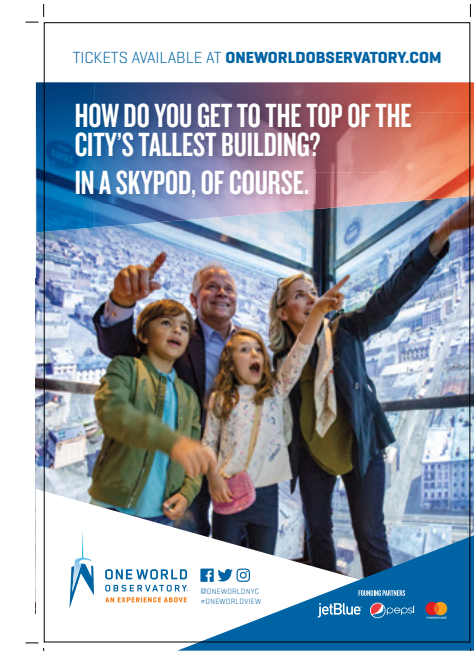
An Experience Above Campaign

VISION: Summer is a peak touring season in NYC. I worked with the One World Observatory marketing team in development of the new campaign assets.

PROJECT: The creation of various assets; driven to ticket sales and product upsell. Marketing assets included:

- PHOTO SHOOT
- DIGITAL AD CAMPAIGNS
- EBLAST
- MAGAZINE ADS
- OUT OF HOME MEDIA

RESULT: Improved ticket sales, record number of visitors, increased per cap sales through product upsell.



CASE STUDY

USC COLISEUM RENOVATION

Sales & Marketing Collateral

VISION: The renovation of the LA Coliseum started at the end of the 2017 USC Football Season. Marketing collateral was created to provide constant updates to USC alumni and season ticket holders.

PROJECT: Working with the USC Sales & Marketing team, the Coliseum Renovation Project required a multitude of marketing assets ranging from quarterly updates, sales sheets, naming rights opportunity, etc.

RESULT: Over 90% suites and loge boxes sold for the upcoming 2019 USC Football Season.

WHY RENOVATE?

Built in 1923, the Coliseum is long overdue for a renovation. As part of our lease agreement, USC is obligated to make significant improvements to the Coliseum.

Intentions

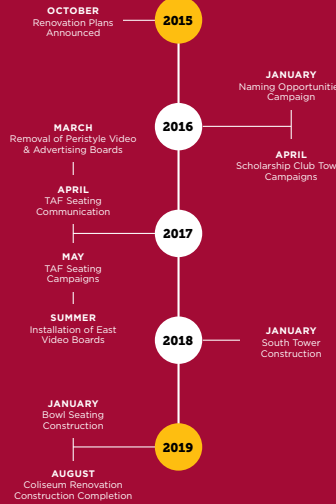
- Ensure that the game-day experience provides all fans options to enjoy the stadium's new amenities while recognizing the loyalty of our long-time fans
- Provide our football team with a first-class facility and a tremendous home field advantage
- Create long-term revenue streams so that USC Athletics can sustain its excellence across all sports for generations to come
- Preserve the historical integrity of the Coliseum.

Enhancements

- Replace every seat in the stadium and install handrails throughout
- Add aisles, widen seats and increase leg room in many sections
- Build a new structure on the south side of the stadium that will include suites, loge boxes, club seats, a new concourse and press box
- Restore the iconic peristyle to more closely resemble the stadium's original design
- Update Wi-Fi technology
- Improve audio and video, including two new large screens at the east end of the stadium
- Add and improve concession stands
- Upgrade entry concourses
- Replace the electrical, mechanical and plumbing systems to meet current standards



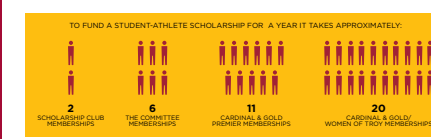
RENOVATION CONSTRUCTION & CAMPAIGNS TIMELINE



HOW YOUR SUPPORT FUNDS STUDENT-ATHLETE EXCELLENCE AT USC

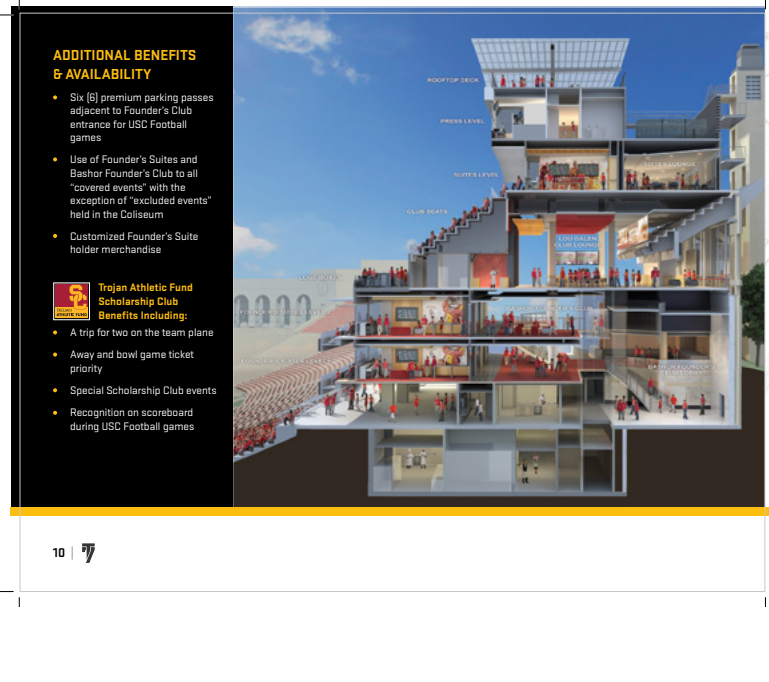
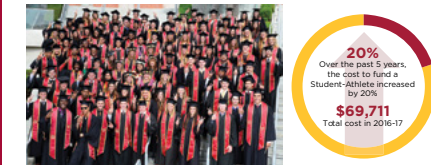
The Investment

The University of Southern California Department of Athletics is one of just seven self-sustaining NCAA Division I programs in the nation, which means it receives no funding from tax appropriations or student fees. USC Athletics provides over 250 scholarships for student-athletes, an annual expenditure that exceeds \$19 million.



The Challenge

Over the past five years, rising tuition costs and several legislative changes, all of which have a positive impact on student-athletes, have resulted in significant increases that now affect us annually. These include cost of attendance (provisions above and beyond scholarships), funds for meals and nutrition and transportation assistance.



CASE STUDY

GEARHEADED MEDIA

Automotive Photography

VISION: I wanted to create a brand name for one of my favorite hobbies and pastime. I started out as Gearhead Anonymous but wanted a new name.

PROJECT: On top of my photography, I designed a new logo, rebranded the website and created project-based social media posts, such as Cars & Type.

RESULT: Increased web traffic, presence is known within the local car club community.



NEXT STEPS

Thank you for taking the time to go through this presentation.

If you consider my candidacy, please contact me at your earliest convenience.