

# Jake Coltrane

Email: [jake@jakecoltranedesigns.com](mailto:jake@jakecoltranedesigns.com)

Phone: 704.652.8399

## EDUCATION

**UNC Charlotte,**  
BA Design

2007 - 2011  
Charlotte, NC

## SKILLS

Storyboarding  
Wireframing  
Prototyping  
Illustration  
Production Drawings  
Photography  
Videography  
Web Design  
Copywriting  
Photoshop  
Illustrator  
InDesign  
Lightroom  
Premiere  
After Effects  
Webflow  
Wordpress  
HTML/CSS

## CERTIFICATIONS

**SEO Copywriting,**  
Semrush Academy  
**Design Accessibility,**  
Clickminded

## AWARDS

**Telly Awards** 2023

- Silver Awards
- Cinematography
  - Corporate Image
- Bronze Award
- Animated Piece

**CommunityVotes** 2022

- Platinum Awards
- Graphic Design
  - Web Design

## WORK

**Evolve, Inc.,** Creative Director

June 2019- Present

- Managed a team of 10 full-time employees and numerous freelance resources including graphic designers, copywriters, photographers, videographers, digital strategists, social media strategists, and web developers.
- Led Brand Development, Creative Direction, and Creative Strategy for over 150 clients in the areas of social media, digital media, digital marketing, and traditional print and broadcast marketing.
- Increased profitability in creative departments by 20% through application of best practices and standards in content creation and digital asset management.
- Consistently led meetings with clients to review objectives, deliverables, and strategic recommendations for their brands and presences.
- Awarded 5 Telly Awards for Video Production, and 2 Platinum Community Votes Awards for Graphic Design and Web Design.

**Jake Coltrane Designs,** Creative Director (Freelance)

November 2018 - June 2019

- Offered Creative Direction, Brand Development, Creative Strategy, Logo Design, Graphic Design, Web Design, and Video Production for 20 full-time clients.
- Led social media marketing efforts for several small businesses, and coordinated service providers in digital marketing efforts.
- Spearheaded communication techniques that regularly boosted audience engagement and overall audience retention.

**INNERFACE Architectural Signage,** Senior Graphic Designer

May 2017 - November 2018

- Developed and maintained Corporate Identity, Branding & Identity, and Brand Development for over 75 clients in healthcare, finance, and education.
- Managed team of junior designers in executing proposals and branding applications in large scale facilities and web presences.
- Worked closely with clients to tour, review, and present best practices for their offices, facilities, and digital components.
- Increased design department efficiency by introducing new technologies in project management and digital asset management.

**Modulex Carolinas,** Senior Graphic Designer

April 2013 - May 2017

- Oversaw the end-to-end process of graphics creation, including sales design packages and production artwork, ensuring high-quality design deliverables across all departments.
- Managed both internal and external design teams, guiding projects from conception through to implementation, and effectively meeting deadlines and quality standards.
- Instituted and enforced company-wide design standards, resulting in a unified brand identity and elevated visual coherence across all platforms and materials.

*3 Additional relevant experiences can be found at [linkedin.com/in/jakecoltrane](https://www.linkedin.com/in/jakecoltrane)*

Portfolio: [jakecoltranedesigns.com](http://jakecoltranedesigns.com)

Video Reel: [qr.link/OuX5h9](https://qr.link/OuX5h9)