



JUSS GRAINGER

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EDUCATION

MASTER OF FINE ARTS: COMMUNICATION DESIGN | DECEMBER 2017

Kutztown University, Kutztown, PA

Capstone Project: Life 2 - Sustainable Packaging Design

Adviser: Denise Bosler

BACHELOR OF FINE ARTS: GRAPHIC DESIGN | MAY 2011

Pennsylvania College of Art & Design, Lancaster, PA

PROFESSIONAL EXPERIENCE

ADJUNCT PROFESSOR | JANUARY 2022 – PRESENT

Saint Joseph's University, Philadelphia, PA

- Educate students on the principles, vocabulary and basics of graphic design
- Teach layout and organization of creative elements for a variety of visual effects and applications
- Introduce the fundamentals of Adobe Illustrator and Indesign

DESIGNER | NOVEMBER 2017 – PRESENT

Aloysius Butler & Clark, Philadelphia, PA

- Participate in brainstorming and early concept development meetings
- Design and produce effective print and digital materials
- Serve as adviser for creative directors on software best practices and timesaving techniques
- Work within branding requirements of clients in industries ranging from educational to healthcare
- Collaborate with creative and account teams to complete expansive workload

MARKETING SPECIALIST | MAY 2014 – OCTOBER 2017

A. Duie Pyle, Inc., West Chester, PA

- Served as brand ambassador, ensuring that all items adhere to the company's brand guidelines
- Designed and managed all digital internal and customer-facing components (corporate website, landing pages, social media, email marketing campaigns, retargeting advertisements, presentation layouts)
- Administered digital sign campaigns; oversaw marketing specialists working on program
- Composed print-based recruitment, sales and internal communication pieces
- Prepared website analytic, digital ad performance, and conversion-rate reports weekly
- Photographed company assets and directed professional photo shoots
- Worked with outside vendors to produce print runs, vehicle graphics, trade show materials and other sundries

GRAPHIC DESIGNER | OCTOBER 2011 – MAY 2014

Morex Corp., York, PA

- Designed and maintained wholesale corporate and e-commerce websites, social media and email blasts
 - Created printed sales material (flyers, posters, catalogs, etc.) store signage and product packaging
 - Took product photography and assisted with direction of professional product photography shoots
 - Surface pattern design for printed ribbon sold at national and regional craft chains, A.C. Moore and Michaels
 - Managed ribbon sample card program and supervised home workers
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PRESENTATIONS

2017 DENKER FELLOWSHIP SYMPOSIUM | NOVEMBER 2017

Library of Congress, Washington, DC

- Presented research and exploration of using modern technology and antiquated printing techniques together

HANDS-ON STUDIO 3: FROM HAND TO MACHINE | MAY 2017

University College and Designers Association (UCDA) Annual Design Educators' Summit, Kutztown, PA

- Presented research and results from using a 3D printer to print type for letterpress and parts to build a mini proof press

LIFE 2: SUSTAINABLE PACKAGING DESIGN | MAY 2017

Marlin and Regina Miller Art Gallery, Kutztown, PA

- Gallery exhibition and presentation of research and final project to industry professionals

COMMUNITY INVOLVEMENT

ANNUAL BLUE DIAMOND SPORTING CLAYS CHAMPIONSHIP | FEBRUARY 2016 - PRESENT

1st Battalion of the 5th Marine Regiment Vietnam Veterans Association

GRAPHIC DESIGNER

- Designed printed materials for annual fundraising event that supports veterans and their families

10TH ANNUAL DESIGN-A-THON | FEBRUARY 2018

Pennsylvania College of Art & Design, Lancaster, PA

ART DIRECTOR

- Mentored a creative team and assisted with layout on social media graphics, t-shirt design and posters for Phoenix Assistance Dogs of Central PA

HATE THE HATE | FEBRUARY 2017

Kutztown University, Kutztown, PA

INSTRUCTOR

- Led mini-workshop of students hand carving linoleum blocks for poster printing that promoted kindness

11TH ANNUAL DESIGN-A-THON | MARCH 2016

Kutztown University, Kutztown, PA

ART DIRECTOR

- Led a team of designers and assisted with layout of a brochure to be used by the Reading Choral Society

HONORS & AWARDS

2020 MERIT

Healthcare Advertising Awards

2017 GOLD ADDY AWARD

American Advertising Federation, Greater Lehigh Valley

ADAA 2017 SEMIFINALIST

Adobe Design Achievement Awards

DENKER FELLOW 2017

American Printing History Association, Chesapeake Chapter

GRANTS RECEIVED

GRADUATE STUDENT RESEARCH GRANT

Kutztown University, Kutztown, PA

- Travel to Nashville, TN, to visit and study 140 year old printing company, Hatch Show Print
- Research second-generation owner, Will T. Hatch, thought to be father of the gig poster
- Interview 30-year employee, Kathy Grucella, on current practices and legacy methods still used today
- Get up close with 100-plus-year-old wooden type and handcarved blocks used in early advertisements and gig posters

PROFESSIONAL ORGANIZATIONS

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

Central PA

Contributor since 2009

TECHNICAL QUALIFICATIONS

ADOBE CREATIVE CC: Master in Photoshop, Illustrator, and InDesign

MICROSOFT OFFICE: Word, Excel, and PowerPoint

SPECIALTY PRINTING: Wood and linoleum reductive block, silk-screen, and letterpress

OPERATING SYSTEMS: Mac and Windows

OTHER: HTML/CSS, Brackets, Social media

REFERENCES

TONY ROSS

Aloysius, Butler & Clark, Wilmington, DE

Director of Creative Services

P: 302-299-9304 E: tross@abccreative.com

CASSANDRA MCRAE

A. Duie Pyle, Inc., West Chester, PA

Marketing Manager

P: 267-201-7062 E: cmcrae@aduiepyle.com

ANN LEMON

Kutztown University, Kutztown, PA

Professor

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