



JEFF PEARLSTEIN

CCO / Creative Director / Art Director

773.405.1956

perlstn@hotmail.com

EXPERTISE

Adobe CC: Photoshop, InDesign, Illustrator & XD,
Keynote, Microsoft Office, Pencil & Paper Sketching

WORK

Portfolio available at jperlstein.com

EDUCATION

BS in Advertising, University of Illinois, 1999

EXTRACURRICULARS

Raising my daughter, music, hiking, juggling, camping

REFERENCES

Gary Finn 415.517.6276, Brent Phillips 302.388.4305

RSRV COLLECTIVE

Asheville, NC
May 2021–Present

SOFLETE

Asheville, NC
Jan 2020–Present

JP FREELANCE

Asheville, NC
Jan 2017–Dec 2019

ECI

San Francisco, CA
June 2011–Oct 2016

RAUXA

San Francisco, CA
Sept 2008–May 2011

WUNDERMAN

Chicago, IL
June 2008–Aug 2008

DRAFTFCB

Chicago, IL
July 2003–June 2008

DEERFIELDS

Buffalo Grove, IL
Aug 2001–July 2003

DRAFT

Chicago, IL
Nov 1999–Aug 2001

Co-Founder / Chief Creative Officer

Work: personally strategizing & executing all branding, email & text marketing, website UX & design, expo booth design, product dev, collateral, packaging, signage, social media content.

Chief Creative Officer

Work: personally executing & coding campaign landing pages, popups, texts & emails, creating social & marketing content, POP displays, packaging, website elements and app UX & design.

Creative Director / Strategist / Senior Art Director / Copywriter

Clients: Soflete, Fugitive Labs, Loanable, Duende

Work: personally executing strategy, branding, packaging, marketing campaigns, coding emails, popups & landing pages, website UX & design, social media content.

Senior Art Director / Associate Creative Director / Creative Director

Clients: Adobe, Autodesk, Dun & Bradstreet, Union Bank, etc.

Work: personally executing + managing a creative team, email, direct mail, branding, pitch decks, marketing content, website and landing page UX & design.

Senior Art Director

Clients: Chase, Intuit, Sears, K-Mart, Verizon, Blue Shield of California, etc.

Work: email, signage, direct mail, print ads, DRTV, credit card design, branding, logo design.

Senior Art Director

Clients: Ford, Dollar General

Work: email, website UX & design.

Senior Art Director / Associate Creative Director

Clients: State Farm, United States Postal Service, Motorola, Hampton Inn, etc.

Work: personally executing + managing a creative team, email, direct mail, print ads, DRTV, expo booth design, marketing content.

Art Director, Copywriter, Marketing Coordinator

Work: print ads, signage, collateral, media buying, website UX, design & coding.

Production Artist / Art Director

Client: M&M/Mars

Work: logo design, signage, packaging, creating & retouching final release files.