

PROFESSIONAL BIO: Jeffrey S. Zajac

I am a digital, print and web designer with strong experience in marketing and project management. I grew up in Connecticut and spent the better part of my 20's working in different locations of interest in the U.S., seeking a place to settle. After living and working in New England, Pennsylvania, West Virginia, Colorado and California, I decided that West Chester, PA was to be my home.

I enrolled at West Chester University. Since I've always had a passion for art and design, I chose to pursue an education in Graphic Design. After receiving my degree, I took a job as a copywriter at a publishing company (NEWS-Line Publishing) for \$10/hour (on a 3-month trial basis). I quickly grew along with the company. Over the next 14 years, I helped grow the business from three publications to 22 online and print magazines. I introduced and implemented production procedures that reduced production time by 40% allowing for additional growth and the opportunity to take on other business ventures.

My specialty is digital, print and web design, collaborative production and project management. I've been fortunate to work with a variety of very talented professionals, a few of whom I hired and supervised. I have vast experience managing all stages of the creative process from cultivating ideas that identify specific needs to managing creative integrity across multichannel campaigns.

In relation to my passion for design, my hobbies include designing/building custom furniture and doing home repair projects. Above all, I enjoy spending my spare time with my family.