

JEFF DURAND

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<https://jeffclicks.com>

GRAPHIC DESIGN MANAGER

A multidisciplinary visual designer with a strong track record of creating compelling visual content that effectively communicates messages, enhances user experiences, and boosts brand awareness. Passionate about helping companies achieve their goals through creativity that strengthens company culture and drives progress. Expertise in graphic design, photography, direction, networking, ideation, and branding brings significant value. Skilled in leading projects of any scale or budget, working independently or collaboratively—all while meeting tight deadlines. Core Competencies include:

Layout and Idea Creation | Photography | Image Editing | Typography | Branding Design | Web and Digital Design | Planning and Direction | Collaboration and Teamwork | Adaptable and Flexible | Problem Solver | Continuous Learner

PROFESSIONAL EXPERIENCE

Kohl's Inc., Menomonee Falls, WI

8/2009 – 1/2025

Visual Communication Designer, 2015 – 2025

Collaborated with internal clients to develop digital graphic and photographic materials for internal communications, and store distribution reaching all areas of Kohl's.

- Collaborated with SMEs to develop materials that build a strong company culture and effectively inform associates. Designed, edited, and maintained reports, web graphics, banners, email mastheads, training materials, presentations, posters, and motion graphics to promote a positive workplace culture while exceeding review KPIs.
- Led the internal creation of the company ESG report eliminating external vendor costs.
- Collaborated directly with leaders and subject matter experts to design company meeting presentation decks.
- Planned and directed photoshoots ranging from small crews to multi-crew productions, saving thousands of dollars on outsourced direction and talent costs.
- Captured, edited, retouched and archived portraits of Kohl's associates, from the Board of Directors and CEO to distribution-level employees.
- Developed the company's email masthead system.
- Managed Kohl's non-marketing photo library of over 50,000 images, including updates and archival.
- Served as lead photographer for corporate meetings, philanthropic events, and PR engagements, from large conferences to overnight store shoots.
- Built a company-wide network, securing internal talent for corporate communications and event volunteers.

eLearn / Graphic Designer,

2009 – 2015

Led the concept and design of PowerPoint templates for HR training materials.

- Designed various HR promotional materials, including tabletop displays, digital brochures, how-to guides, and store planogram layouts for merchandise presentation staff.
- Photographed store training processes, distribution center operations, customer interactions, associate relations, and leadership guides.
- Transformed the Kohl's Fact-book from a finance-focused report into a brand-centric company info report.

Hoffman York, Milwaukee, WI

2/2006 – 4/2009

Graphic Designer

Designed branding, magazine ads, point-of-sale products, posters, banners, expo materials, and signage for Yamaha Outboards, Yamaha Parts & Accessories and Milgard Windows.

- Led the team in developing new branding and labels for Yamalube Motor Oil and Lubricants, overseeing concept, design, and execution across multiple product lines.
- Collaborated with media outlets and trade publications to produce and scale ads to specifications.
- Conducted press checks and reviewed contract and print proofs with local and national vendors.

EDUCATION AND PROFESSIONAL DEVELOPMENT

UW-Milwaukee Bachelor of Fine Arts - Graphic Design