
Jeffrey Caban

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20 E Shenendoah Road
Howell, NJ 07731

Education

Pratt Institute - New York, NY

BFA in Communication Design (Graphic Design)

Studied graphic design, branding, motion design, and typography.

Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Canva

Asana

Microsoft Office

HTML/CSS

Experience

TNTP

Design Manager

Jun. 2022 - Current

- Proactively curate and innovate TNTP's brand concepts to emotionally engage audiences and ensure adherence to brand standards.
- Lead diverse teams through print and digital projects, managing schedules, resources, and refining designs based on feedback.
- Amplify diverse voices and experiences through design, fostering inclusive collaborations and partnerships.
- Apply design thinking to address both stated and unstated needs, crafting solutions that align with strategic visions.
- Present a portfolio with diverse work samples showcasing visual best practices, clear messaging, and inclusive content.

Middlesex County, New Jersey

Graphic Designer/Photographer

Jan. 2019 - May 2022

- Helped form the foundation for the county government's branding, photography, and marketing workflow.
 - Collaborated with external partners to create modern brand standards and campaigns.
 - Filmed and photographed imagery for print and digital marketing advertisements.
 - Built and executed on photography standards for marketing campaigns, within county and externally.
 - Developed optimal workflows for the marketing department's design team.
 - Worked with internal departments to develop assets tailored to each department's requirements. This includes print and digital material such as flyers, posters, banners, signs, social media graphics, and motion graphics.
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