



Greg Hester

Portfolio: hestergraphics.com

 greg@hestergraphics.com

 linkedin.com/in/greghester

 (714) 213-3136, Los Angeles, CA

PROFESSIONAL PROFILE

Graphic designer and problem solver, with years of brainstorming and sports idea creation, excelling under triage daily deadline pressure, creating eye-catching designs, social media graphics and hero illustrations, with bonus skills in animation, currently freelancing remotely.

EXPERIENCE

Freelance (Oikonos Ecosystem Knowledge)

02/2021-09/2022

- Designed graphics for scientific studies & nature signage, using Adobe Illustrator and Adobe Photoshop.

USA Today Sports

Senior Graphic Designer

02/2014-01/2020

- Ideated & created sports layouts, hero illustrations, infographics and logos, helping website increase audience engagement and surpass 100 million unique visitors.
- Designed social media graphics in Adobe Illustrator and Adobe Photoshop in appropriate formats for instant sharing on Twitter, Instagram Stories and Facebook and then adapted sizes for inclusion on the website, news app and video.
- Completed projects for every sport as the sole sports artist on staff. (NFL, NBA, MLB, NHL, NCAA, NASCAR, Boxing, MMA, Soccer, etc...)
- Worked remotely, constantly meeting deadlines, often within seconds, to record events happening in real time, on nights, weekends & holidays.
- Updated live graphics during major events, including Super Bowl and World Series, showcasing records broken, game progression and outstanding plays.
- Collaborated with creative team and stakeholders to determine best storytelling graphic format, then iterated concise information, sketched and wireframed ideas to high-fidelity polish.
- Tutored team & built social media graphic templates in Adobe Illustrator and Adobe Photoshop, to insure consistent design style was applied to graphic content.

Continued on page 2

SKILLS

Design:

- Photo illustrations
- Social media assets
- Infographics
- Hero illustrations
- Data visualization
- Motion graphics
- Color theory
- Video editing

Technical:

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere
- Adobe InDesign
- Figma, Adobe XD
- Wordpress, Webflow
- CSS, HTML

EDUCATION

Google UX Design Professional Certificate | 2023 graduate

Seven courses on the design process: empathize, define, ideate, wireframe and prototype for mobile apps, product design & responsive websites.

UX, UI Udemy Courses

- Complete Web Design: Figma to Webflow to Freelancing
- UX Design Essentials: Adobe XD, UI UX Design

Animation Mentor | Diploma

Advanced Studies in Character Animation




University of California, Riverside

Bachelor's degree

History, Business (News Art Director)

Greg Hester - Page 2/2

Portfolio: hestergraphics.com

 greg@hestergraphics.com
 [linkedin.com/in/greghester](https://www.linkedin.com/in/greghester)
 (714) 213-3136, Los Angeles, CA

Yahoo! Sports Graphic Designer

11/2006-10/2012

- Created layout designs, infographics & illustrations for deadline sports content and advance projects using Adobe Illustrator and Adobe Photoshop for the website's landing pages.
- Helped the team surpass the competition in audience by carefully preparing Adobe Illustrator graphic templates, ready for when sports records were broken and unexpected events happened.
- Graphics lead on investigation into college athletics corruption, involving hundreds of files and numerous pages of graphics done in Adobe Illustrator with hero illustrations in Adobe Photoshop.
- Worked remotely on nights, weekends and holidays when sporting events often occur.
- Modeled 3D sports gear in Maya, rendered images and merged with sports photos to display hero illustrations for previewing major sports events, like Super Bowl, World Series and NBA Finals.
- Maintained site with fresh SEO content, photo editing for breaking news during late nights, holidays and weekends.

Orange County Register Graphic Designer

06/2000-11/2006

- Designed daily sports covers and inside pages for deadline daily news, collaborating with editors, sketching initial designs, wireframing, then adapting throughout the night as events unfolded.
- Created sports infographics, charting game progression and illustrating key plays for the NFL, NBA, MLB, NHL and more, using Adobe Illustrator.
- Boosted advertising revenue by organizing & designing special editorial sections for major events, including the Olympics, World Series, NBA Finals and Super Bowl.