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## PROFICIENCIES

- Mastery of Adobe Illustrator, Photoshop, & PLM
- Design, Sports, Fashion & Streetwear Industry expertise
- Presentations, Visual & Verbal Communication skills
- Trend Research, Product Concepting, Design, Spec Building
- Headwear & Apparel Fabrication, Graphics & Illustration
- Branding, Identity, Logo Design, Style Guide Development

## EDUCATION

Nazareth College, Class of 2014 - Bachelor of Fine Arts Degree in Visual Communication Design - Graduated in 3.5 years - 3.6 GPA

## SIGNIFICANT JOB HISTORY / QUALIFICATIONS

**2024-  
PRES.**

### MANAGER – DESIGN, KEY ACCOUNTS – NEW ERA CAP CO.

- Lead and create trend-setting and revenue-driving designs for bi-annual seasonal programs based on in-depth market research, collaboration with other members of Design team, and industry expertise
- Sole ownership over Fanatics key account business, responsible for managing & designing quarterly offerings & overseeing from conceptualization to completion
- Manage Junior Designers, onboard, lead and instruct, delegation of workload & resources

**2020-  
2023**

### ASSISTANT MANAGER – DESIGN & OPERATIONS, LIFESTYLE – NEW ERA CAP CO.

- Managed small team of Design Operations Coordinators, overseeing output & designating workloads
- Designed product for quickstrike & seasonal programs based on in-depth market research, collaboration with other members of Design team, and industry experience
- Sole ownership over production specs in all phases using industry standard Product Line Management software (PLM)

**2016-  
2020**

### TECHNICAL DESIGNER > ASSISTANT DESIGNER, LIFESTYLE – NEW ERA CAP CO.

- Designed custom products in Design Labs and Collaborative sessions for dozens of high-end, fashion forward retailers, athletes, professional sports teams, celebrities & public figures
- Created, maintained & organized external component library system
- Handled high volume of prototype & production spec work for Lifestyle design team
- Served as communication liaison between Design, Sourcing and Production teams

**2012-  
PRES.**

### FREELANCE DESIGNER

- Designed countless brand identities, logos, packaging, apparel & merchandise for businesses of all sizes in need of professional creative services

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**FOR WORK EXAMPLES, PLEASE VISIT [WWW.JUSTINMCKEEVER.COM](http://WWW.JUSTINMCKEEVER.COM)**

Formal references available upon request