





**Jeffrey M. Hall**

**Owner**

ION Graphic Design Works


## Contact

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Fayetteville PA 17222

 717-352-4684

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 [www.iongdw.com](http://www.iongdw.com)

 [www.linkedin.com/in/jeffrey-hall-49073680](http://www.linkedin.com/in/jeffrey-hall-49073680)

## Skills Highlight

Graphic Design  
Layout  
Page Layout  
Cover Design  
Illustration  
Ebooks  
Project Management

## Application Knowledge Base

Adobe Creative Suite  
Microsoft Office

## Language Skills

English:   
Spanish:   
French: 

## Professional Summary

From my first job at the age of 14 to owning my own business I have made a point of learning from every experience along the way. ION Graphic Design Works is the culmination of a lifelong goal to follow my passion—graphic design. The many years I spent honing my skills and designing for various companies and organizations have been a labor of love.

I offer over 24 years of successful graphic design and production experience in the publishing industry including 14 years experience as a graphic design consultant for government contract holders in the health and human services genre, publishers, associations, and the National Park Service—just to name a few.

My success is a direct result of my hands-on, open lines of communication approach with each of my clients. Maintaining solid relationships with my clients has always been my top priority.

## Awards

**2015** APEX Awards For Publication Excellence: Annual Reports - Print +32 pages USAID|DELIVER Project: Health Logistics in Nepal: Two Decades of Investments

**2008** Nominated by CQ Press for Washington Publishers Book Design & Effectiveness Award for cover and page layout of *Investigative Journalism: Proven Strategies for Reporting the Story*, William C. Gaines

**2000 & 2002** Destiny Image Publishers Employee of the Year

## Education

**1991-1993** Bradley Academy for the Visual Arts  
Associate's Degree in Graphic Design

**1989** New Oxford Senior High School

## EIN

20-0372749

## DUNS

021772872

## NAICS Codes

511130

541430

561410

## Areas of Expertise

Book Publishing Production & Coordination  
Print Coordination  
Shipping Coordination (Domestic & International)  
Text Design and Layout  
General  
Textbooks  
Curriculum  
Bibles  
Coffee Table etc.  
eBooks and ePubs  
Interactive PDFs  
Cover Design  
Infographs  
Poster Design and Layout  
Brochure Design and Layout  
Marketing Design  
Trade Show Banners  
Catalogs  
Ads  
Illustration  
Logo and Brand Design  
Web Graphics  
Banners  
Animated Gifs  
Flash Banners  
Web Page Design

## Consulting Experience

I provide a wide range of graphic design support for the following companies, organizations, and publishers such as: page design and layout, info-graphs, large format design, interactive PDFs, PowerPoint design, and illustration.

**September 2018 - present** John Snow Inc. USAID|Building Healthy Cities Project, Arlington VA

**June 2018 - present** US Pharmacopeia, Rockville MD

**June 2018 - present** Born Free USA, Washington DC

**May 2018 - present** Nori Media Group, Shippensburg PA

**2015 - present** 3-Trails West Inc., Kansas City MO

**2014 - August 2018** John Snow Inc. USAID|SPRING Project

**2005 - 2017** John Snow Inc. USAID|DELIVER Project

**2015 - 2016** The Manoff Group Inc. SCMS Project, Washington DC

**2015 - 2016** The Manoff Group Inc. PFSCM Project

**2010 - 2014** John Snow Inc. USAID|AIDSTAR-One Project

**2006 - 2009** The Manoff Group Inc. USAID|BASICS Project

**2003 - present** Collaboration with over 28 authors assisting in their self publishing endeavors and producing over 36 titles. In this process of boutique publishing I have provided project management, production and coordination, marketing advice and direction, cover design, page layout, and shipping coordination.

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**2009 - 2016** Cross House Books  
Scotland United Kingdom AB15 5PH  
cover design, page layout, marketing design, production coordination, domestic and international shipping

**2006 - 2016** Technology Student Association, Reston VA  
page layout

**2005 - 2014** Destiny Image Publishers, Shippensburg PA  
cover design, page layout, and marketing design

**2008 - 2012** Templeton Foundation Press,  
West Conshohocken PA cover design and page layout

**2004 - 2011** CQ Press, Washington DC  
cover design, page layout, and marketing design

**2008** Cape May County Historical and Genealogical Society  
cover design and page layout

## Client Feedback

“Jeff showed considerable flexibility in addressing our project’s needs. Whether we were seeking his expertise to help create a vision for materials to meet a specific communications goal or simply turn rough designs we had made into final products, the end result was consistently excellent.”

—Paul Crystal  
Communications Manager,  
USAID/BASICS Project (2004-2009)

“I’ve had the pleasure of working with Jeffrey Hall on many projects for three different government subcontracts over the last few years and have found him to be flexible, versatile, and friendly. He’s very familiar with government branding guidelines and policies and delivers high-quality products on time for very reasonable prices—I highly recommend him.”

—Communications Associate  
international public health  
consulting firm  
USAID’s AIDSTAR-One Project

“...As a designer and artist he is a problem solver, I know once it’s in his hands, he can handle anything I throw at him.”

—Art Director,  
international public health  
consulting firm  
USAID’s DELIVER Project

## Consulting Experience Continued

**2006 - 2008** Georgetown University Press, Washington DC  
cover design

**2006 - 2008** The Johns Hopkins University, Center for Social Organization of Schools, Baltimore MD page layout

**2006 - 2008** Kirby Lithographic Company, Arlington VA  
cover design and page layout

**2007 - 2008** Resources For the Future Press, Washington DC  
page layout

**2005 - 2007** Evangel Press, Nappanee IN  
cover design and page layout

**2005 - 2006** National Association for Girls and Women in Sport  
Reston VA cover design, page layout, and marketing design

**2004 - 2006** AVBooks Inc., Lighthouse Point FL  
illustration, cover design, and marketing design

**2003 - 2004** The Dana Press, Washington DC  
cover design, page layout, and marketing design

## In-House Experience

**October 1997 - October 2003** Destiny Image,  
Shippensburg, Pennsylvania,  
book design, marketing design, staff publisher

**1995 - October 1997** White Rose Collectibles,  
York, Pennsylvania  
product and package design, copy writing, and marketing design for  
toy collectibles

**1993 - 1995** TAB McGraw-Hill,  
Blue Ridge Summit, Pennsylvania  
created graphics, schematics, and prepared photos for layout.

**1993** Chambersburg Public Opinion,  
Chambersburg, Pennsylvania  
graphic design internship creating ads.

## Work Experience

**1986 - 1993** Weis Markets,  
Hanover, Pennsylvania  
stock and register clerk, bag boy, cleanup crew, and multitasker  
extraordinaire.

**1984 - 1986** Nunda Fruit Farms,  
Hanover, Pennsylvania  
Hard labor on a fruit farm gave me a strong work ethic.

## Client Feedback

“Jeff Hall has provided extensive design services for us regarding historic trails interpretation panels for the National Park Service and the Kansas City Area Transportation Authority. He also created an historic trails photo power point program for a presentation to the National Partnership of Historic Trails. Jeff’s work is first rate and it has received the enthusiastic approval of the various agencies involved and the community. He is responsive, talented, most creative and a pleasure to work with. We recommend him without reservation.”

—Louis Austin,  
President, 3-Trails West, Inc.

“Jeff Hall has provided design and desktop publishing support to our communications unit for over ten years. We keep coming back to him because he is responsive, talented, and incredibly conscientious. He stays in touch, asks good questions, make creative suggestions, and knows how to build visually effective documents and designs. We throw challenges his way and he consistently delivers fantastic results.”

—Communications Manager,  
international public health  
consulting firm  
USAID’s DELIVER Project

## References

Lou Austin  
President  
3-Trails West Inc.  
5904 East Bannister Road  
Kansas City MO 64134-1141  
**Phone:** (816) 966-0365

**Background:** I have worked with Mr. Austin since October of 2015.

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Heather Davis  
Senior Content Manager  
John Snow Inc. | SPRING Project  
1616 Fort Myer Drive, 12th Floor  
Arlington VA 22209-3100  
**Phone:** (703) 310-5039

**Background:** I worked with Ms. Davis on the DELIVER Project from 2005-2015 and the SPRING Project through August 2018 when it was closed out.

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Anne Marie Hvid  
Knowledge Management Advisor  
John Snow Inc.  
1616 Fort Myer Drive, 12th Floor  
Arlington VA 22209-3100  
**Phone:** (703) 528-7474

**Background:** I worked with Ms. Hvid from 2014-2017 while she was on the DELIVER Project.

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Don Nori  
CEO  
Nori Media Group  
167 Walnut Bottom Rd,  
Shippensburg PA 17257  
**Phone:** (717) 532-3040

**Background:** I have known and worked with/for Mr. Nori since 2005.