

JESS SMITH

Self-employed Graphic Designer with 5+ years of creative experience and a proven track record of satisfied clients. Fluent in Adobe Creative Suite and highly knowledgeable on content creation, industry trends, and design principals. Specializes in developing creative collateral and enhancing brand identities, with additional skills in interpersonal communication, project coordination, and administration.

CONTACT

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EDUCATION

Savannah College of Art and Design

Class of 2022

- B.F.A. In Graphic Design and Illustration
- Graduated Cum Laude

SKILLS

Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Office
Canva
Learning New Software
Asset Management
Organization
Digital Media
Print Media
Style Guides
Design Layout
Concept Ideation
Collaboration Tools
Office Operations
Project Management
Illustration
Branding
Marketing
Communication
Attention to Detail

DESIGN AND MARKETING EXPERIENCE

2021 Present **Freelance Graphic Designer : Westhome Property Management**

- Created marketing materials and various visual assets for a multi-family real estate developer.
- Coordinated project deadlines and deliverables with managers and other designers

2018 Present **Freelance Graphic Designer : Various companies**

- Designed branding and marketing collateral as an independent designer for a diverse portfolio of clients, including a marketing research firm, grocery store, aviation company, martial arts school, and others.
- Collaborated with clients to understand their business needs, developing distinct visual identities that enhance their brand presence.

2020 **Freelance Illustrator : Awakening Creatives**

Facilitated idea generation and created a full-page illustration from scratch using Photoshop for a published coloring book.

ADMINISTRATIVE EXPERIENCE

2022 2023 **Office Coordinator : ATSR: Planners, Architects, and Engineers**

- Created marketing collateral such as postcards and presentation slides, and designed client wall murals.
- Conducted office operations by ordering and restocking supplies, greeting clients on the phone and in person, logging incoming mail and packages, and maintaining Excel-based contact databases
- Executed document processing procedures for construction meetings