

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 concepts and enhancing brand identities, with additional skills in interpersonal communication, organization, and project coordination.

CONTACT

Minneapolis, Mn

612 865 5411

jess.smith376@gmail.com

www.linkedin.com/in/jsmtih

www.jessmithart.com

EDUCATION

Savannah College of Art and Design

Class of 2022

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

COMMUNITY SERVICE

SCAD USF : 2020

Proposed on-site voter registration at SCAD, and helped organize and staff registration station with USF students for the 2020 Democratic Primaries

SKILLS

Adobe Creative Suite, Microsoft Office, Canva, Design, Illustration, Branding, Marketing, Concept Ideation, Collaboration Tools, Product Development, Project Management, Client Interaction

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.

CUSTOMER SERVICE EXPERIENCE

2022 **Barista : Starbucks**

2023 Demonstrated excellent customer service and communication skills in a fast-paced environment.

2021 **Customer Service Representative : Hy-Vee, Inc.**

Negotiated with customers to better understand their needs, mediate conflicts, and resolve their inquiries