



# JESSI

## Senior Graphic Designer + Art Director

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justjessi.com

## EXPERIENCE

Likeable Media

### Senior Graphic Designer | Jan 2020 to Present

- Lead designer at Likeable Media and lead art director on various brands
- Pitch creative ideas and strategies to current clients alongside with content strategists
- Work with copywriters, photographers, and videographers on various brands to produce photo/video content
- Manage a team for designers and freelancers
- Delegate tasks and share feedback to other designers and freelancers

Clients: Giant Food, BrightFarms, Gerolsteiner, MSC Cruise

Likeable Media

### Graphic Designer | March 2016 to December 2019

- Evolve existing design styles to create a cohesive message across brands social channels
- Work hands-on with production team to produce photos/video content as well as the design
- Assist the new business team with designing pitch decks
- Concept and art direct ongoing social media content for clients

Clients: Bimbo, Redbox, Seamless, Giant Food, Avon

Likeable Media

### Junior Graphic Designer | November 2014 to March 2016

- Assisted the creative team to build social content pieces for different brands.
- Participated in concept and pre-production meetings to understand marketing goals and follow projects from start to finish.

Clients: Entenmann's, Sara Lee Snacks, Auntie Anne's, StubHub

Freelance

### Graphic Designer | 2011 to Present

- Design and provide creative direction for a variety of small businesses with a focus on branding, web and print.

## INTERNSHIPS

Graphic Design intern at Pencils of Promise and Flyleaf Creative

## EDUCATION

Fashion Institute of Technology

### Bachelor of Fine Arts in Graphic Design 2009 to 2013

## SKILLS

Adobe Suite, Presentation Design, Art Direction, Food Styling, Prop Making, Illustration, Web Design, Calligraphy