

# JESSICA CLAIRE

100 Montgomery St. 10th Floor  
(555) 432-1000 - resumesample@example.com

## SUMMARY

Knowledgeable Graphic Designer proficient in logos, marketing materials and website design. Offers complete business services to corporate clients, leveraging technical knowledge, creative eye for detail and current trends to deliver top-tier results. Creative Visual Story Teller with expertise in marketing collateral development and product design. Creates visually appealing deliverables to underscore brand initiatives. Supports brand values and successfully oversees projects from concept to completion. Motivated professional offering BFA, MFA in Web, Graphics and Fashion Journalism. Adds value to any organization in need of great collaboration, interpersonal and multitasking abilities. Meets tight deadlines.

## SKILLS

- Product Illustration
- Presentation Planning
- Chart and Graph Development
- Illustration Sizing
- Rough Sketching
- Team Collaboration
- Illustration and Design
- Digital Image Generation
- Company Logos
- Concept Development
- Client Relations
- Problem Solving
- Verbal and Written Communication
- Layout Design
- Idea Visualization and Brainstorming
- Information Research
- Problem-Solving
- Design Mockups
- Website Design
- Originality and Creativity
- Computer-Based Drawing
- Design Research
- Creative Thinking
- Copy Arrangement
- Desktop Publishing
- Word Processing
- Fine Arts Training
- Selling and Influencing
- Relationship Building

## EXPERIENCE

01/2022 to Current **Visual Designer**

**Captech Richmond** – Reston, VA

- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.
- Directed advertisement, banner and signage projects from concept to final delivery.
- Formatted print and web application designs for projects with varying specifications.
- Determined size and layout of copy material and selected styles and size of fonts.
- Prepared instructions and guidance for workers assembling final layouts for printing.
- Developed layouts for product graphics, company collateral and web sites.
- Used digital camera to produce layout prints for clients.
- Prepared rough sketches of product concepts, discussed with clients and made necessary changes.
- Developed standard agency settings for plotter and laser printers to speed production work.
- Created design concepts and sample layouts using knowledge of layout and design principles.

01/2021 to Current **Visual Graphics Designer**

**CraveCreative.us** – City, STATE

- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.
- Worked with customers to present mockups and collect information for adjustments.
- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base.
- Designed new, on-brand visual elements focusing on concept and messaging.
- Created corporate brands by designing cohesive looks between logos and letterheads.
- Selected colors and themes while adding functionality to create new designs.
- Directed advertisement, banner and signage projects from concept to final delivery.
- Developed, designed, laid out and produced variety of technical illustrations for brochures, banners and signs.
- Formatted print and web application designs for projects with varying specifications.
- Reviewed final layouts, making improvements and suggestions as needed.
- Oversaw product design, print design and marketing collateral from concept to completion.

01/2021 to 07/2022 **Contributing Fashion Writer**

**BayStyle Magazine, LLC** – City, STATE

- Researched story background information to provide complete and accurate information.
- Presented local news and feature reports in public radio style on both local and national news programs.
- Arranged interviews with witnesses and bystanders, providing first-hand accounts of stories.
- Created tightly written news stories crafted from reliable sources.
- Developed ideas or material for columns or commentaries by analyzing and interpreting news, current issues or personal experiences.
- Met deadlines with reliable, in-depth news coverage.
- Assigned stories to reporters and journalists.
- Discussed issues with editors to establish priorities or positions.
- Revised work to meet editorial approval or fit time or space requirements.
- Developed connections with public relations contacts, providing exemplary sources for news stories.

## EDUCATION AND TRAINING

09/2017

**Master of Arts: Fashion (Women's Wear)**

**Academy of Art University** - San Francisco, CA

12/2014

**Bachelor of Arts: Web Design + New Media (Interaction UI/UX Design)**

**Academy of Art University** - San Francisco, CA

## LANGUAGES

**English:**

Negotiated:

**Vietnamese:**

Negotiated:

## ACCOMPLISHMENTS

- Exceeded BSM sales goals by average of 85% in 2021.

## WEBSITES, PORTFOLIOS, PROFILES

- <https://www.designsbyminhClaire.com/>

- <https://www.cravecreative.us/>