

# RHODA JACKSON

## Graphic Designer

 rhodajackson@email.com  
 (123) 456-7890  
 Denver, CO  
 LinkedIn

## EDUCATION

B.F.A.  
Visual Arts  
**University of Chicago**  
 2012 - 2016  
 Chicago, IL

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe InDesign  
Adobe Premiere Pro  
Facebook / Instagram / TikTok  
HTML / CSS  
Microsoft Word / PowerPoint

## CAREER OBJECTIVE

Experienced graphic designer with 5 years of experience excited to help Yelp expand their social media engagement with captivating video and static assets. Technical expertise and outside-the-box thinking will prove to be a valuable addition to Yelp's creative teams and personal contributions.

## WORK EXPERIENCE

### Graphic Designer

#### Mozilla

-  October 2019 - current  Denver, CO
- Worked with editorial, product marketing, social, and creative teams to design marketing video assets, which improved ad performance by 19%
  - Created graphic design standards for motion graphic assets, which improved brand consistency for 6 teams
  - Integrated music, voice over, and sound effects to enhance video content
  - Designed over 120 static and video assets, utilizing different styles and approaches, nearly all of which were included in public campaign efforts

### Graphic Designer

#### Carta Healthcare

-  June 2016 - October 2019  Austin, TX
- Collaborated with Marketing, PR, and Social Media teams to design graphics, boosting social engagement by 32%
  - Used HTML and CSS to create a mock, highlighting custom graphics for a product that launched to 500+ hospitals
  - Designed original graphics for use in a public health campaign, which reached over 80,000
  - Mentored and instructed a small team of 6, including junior designers and videographers

### Graphic Design Intern

#### Emanate

-  June 2015 - August 2015  San Francisco, CA
- Developed concepts and designs for 10 clients, including consumer products, electronics and enterprise technology, utilizing Adobe Photoshop and Illustrator
  - Created design elements for and edited PowerPoint presentations given by the CEO to shareholders and the entire 50-person company
  - Designed visual content for Facebook and Instagram posts, which, in total, received over 1,600 points of engagement
  - Revamped company logo and business cards, boosting brand image