

JESSICA CLAIRE

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LINKS

- <http://Clairefactory.com/Claireportfolio/>
- <http://Clairefactory.com/>

PROFESSIONAL SUMMARY

Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 24 years of industry success.

SKILLS

- Logo design
- Website graphics
- Branding strategies
- Visual design
- Illustration
- Production layouts
- 2D and 3D modeling
- Graphic design
- Organization

WORK HISTORY

Graphic Designer, 02/2014 - Current

Acosta, Inc. – Coralville, IA

Responsibilities: POP displays rendering from PDQ tray display to dump bins and packaging, designed deliverables:

Brochures and catalogs, posters and signs, collateral material. Contributions:

- Company branding: Identity development, logo design, content management, packaging and marketing.
- Graphic design: Layouts and compositions, typography, font and color management: productions.
- Artistic illustrations: Display rendering of PDQ, dump bins and peg board display, creative direction, production oversight, quality control.
- Photoshop: Silo images and recoloring products for multi colorways.
- Packaging designs: Conceived multiple sizes of a new gift box and layout of all branded packaging designs for bath, bedding, rugs and windows. Developed package templates and mockups for presentations. Managed projects through completion.
- Technical skills: Mac OS X, Adobe Creative Suite CS: Illustrator, Photoshop, InDesign, MicroSoft Office, Word.

Graphic Designer, 12/2011 - 06/2013

Acosta, Inc. – Corona, CA

Brochures and catalogs, posters and signs, collateral material, websites, email graphics, direct mailing, packaging.

Contributions:

- Company branding: Identity development, logo design, content management, graphic and websites, marketing and advertising.
- Web design: Update websites with new weekly banners and recipes.
- Graphic design: Layouts and compositions, typography, font and color management, presentations.
- Technical skills: Adobe Creative Suite CS5: Illustrator; Photoshop, InDesign, Acrobat Pro, Adobe Dreammaker, MicroSoft Office, Word, Mac OS X.

Graphic Designer, 02/2003 - 12/2008

Acosta, Inc. – Covington, LA

Responsibilities: Designed catalogs and sale sheets, posters and signs, POP displays and packaging.

Contributions:

- Company Branding: Identity development, logo design, content management, graphics.
- Graphic Design: Layouts and compositions, typography, font and color management: Production and Presentations. • Created multiple sizes of a new gift box and layout of all new packaging designs. • Go-to person for presentation mock-ups. Developed all sell sheets of products for the sales force.
- Artistic Leadership: Creative direction, project management, production oversight.
- Technical Skills: Adobe Creative Suite CS5: Illustrator, Photoshop, InDesign,
- Photography: Conducted product photo shoots, managed color corrections and retouching.

Senior Graphic Designer/Product Designer, 06/1996 - 05/2002

Papel Giftware/ A Cast Art Company – City, STATE

Responsibilities: Design deliverables including catalogs and sale sheets, posters and signs, POP displays, and packaging. Created original graphics artwork and product designs. Worked independently as well as with colleagues to complete high-profile projects, brainstorming with the team to develop new ideas. Created logos and designs for all packaging material, managed projects from concept through completion. Developed package templates and mockups for the photographic department. Obtained design approvals and maintained brand and quality standards. Advanced rapidly in the company due to exceptional performance.

Contributions:

- Company branding: Identity development, logo design, content management, graphics.
- Graphic Design: Layouts and compositions, typography, font and color management: Production Artwork.
- Artistic Leadership: Creative direction, project management, production oversight and illustration rendering.
- Technical Skills: Adobe Creative Suite CS: Illustrator, Photoshop, InDesign.
- Created original logos and packaging. Designed products such as figurines, gift boxes, plush animals, mugs, frames and gift bags.
- Consistently met challenging deadlines and maintained brand and quality standards.
- Designed series for World Wildlife (www.worldwildlife.org) creating figurines with technically accurate illustrations of wildlife.
- Managed projects consistently to ensure superior quality. Supervised and trained mechanical artists on board work and computer programs. Managed freelance artists, and prepared camera ready artwork.
- Achieved consistent promotions throughout tenure with the company.

EDUCATION

Associate of Arts: Visual Communication, 06/1986

Kean University - Union, NJ

Associate of Arts: Web Developer Certification, 03/2012

Avtech Institute of Technology - South Plainfield, NJ