

# JESSICA CLAIRE

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## SKILLS

### Expertise

- Adobe Illustrator
  - Adobe Photoshop
  - Adobe InDesign
  - Adobe QuarkXpress
  - Microsoft Office
- Intermediate/Basic**
- Adobe Premiere
  - Adobe XD (UI/UX design)
  - PowerPoint Presentation
  - Prezi Presentation
  - Flash Professional

## EDUCATION AND TRAINING

Mumbai University Board  
Mumbai • 04/2001

*Mcom Degree:* Accounts, Commerce, Finance

CMIT Institute  
08/1997

*Associate of Arts:* Graphic Design, Multimedia, Animation

Mumbai University Board  
Mumbai • 04/1999

*Bcom Graduate:* Accounts, Economics, Management

## SUMMARY

Graphic designer with corporate identity, packaging, print collateral, advertising, web, and multimedia. Professional with innovative and deadline-driven in designing and developing user-centered digital/print marketing material. Deadline-oriented focused on overseeing all phases of projects. Successful at creating brand messages, strategies, and key graphic productions. Resourceful and hardworking with the know-how to produce top-notch content.

## WEBSITES, PORTFOLIOS, PROFILES

- <https://www.behance.net/expertJessica>

## EXPERIENCE

### Cushman & Wakefield - Senior Graphic Designer

Medford, MA, USA • 05/2014 - Current

- Prepared branding packages for sports apparel product lines, including point of purchase displays and marketing materials.
- Used various graphics tools to create images and layouts.
- Submitted design ideas to plan projects with customers and managers.
- Formatted designs and media for print to deliver production-ready graphics.
- Determined marketing and design vision with clients for all types of graphic design projects.
- Leveraged media and graphic design expertise to develop engaging marketing and promotional materials, including flyers and advertisements to generate new sales revenues and grow the customer base.
- Designed new, on-brand visual elements focusing on concept and messaging.
- Established organizational vision and developed strategies to achieve sales, profit, and loss, and customer service goals.
- Generated digital image files for use in digital and traditional printing.
- Provided training to a junior designer in graphics tools and sports industries functionality to develop staff skills and techniques in performing smooth print and production features.
- Leveraged graphic design expertise to produce email blasts, catalogs, posters, and other promotional materials.
- Worked with customers to present mockups and collect information for adjustments.
- Created 3D models and presented a prototype to focus group to determine and receive feedback on functionality and design from potential consumers.
- Utilized knowledge of production to create high-quality images.

### Cushman & Wakefield - Senior Graphic Designer

Melville, NY, USA • 07/2013 - 04/2014

- Wrote precise specifications for printing and reproduction for printing vendors.
- Oversaw the work of junior designers, keeping team members working within established deadlines.
- Managed multiple design tasks with short deadlines by prioritizing job responsibilities, overseeing deadlines, and monitoring all the tasks.
- Enhanced existing designs with new layouts, graphics, and content.
- Enhanced design process by offering multiple solutions in conceptual models, layout, and typography.
- Designed mockups and wireframes utilizing graphics software skills.
- Created corporate brands by designing cohesive looks between elements such as logos and letterheads.

### HDR, Inc. - Graphic Designer

Madison, WI, USA • 05/2011 - 06/2013

- Prepared branding packages for new product lines, including point of purchase displays, marketing materials, and product packages.
- Created corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Created innovative design packages to elevate, differentiate, and drive on-brand initiatives and an increase in sales.
- Created digital logos and product designs for local businesses.

### HDR, Inc. - Graphic Designer

Nashville, TN • 11/2010 - 04/2011

- Used Adobe Illustrator, Photoshop, and CorelDraw to create images, architectural layouts for signs, channel letters, and product displays.
- Produced fashion brand projects (Jimmy Choo, Louis Vuitton, Gucci, Dior) for advertising and informational purposes.
- Generated digital image files for use in digital and traditional printing.
- Directed advertisement, trade show banner, and signage projects from conceptualization to final delivery.
- Selected colors and themes while adding functionality to create new designs.

## ACCOMPLISHMENTS

- Familiar with large format ripping printing mounting laminating color calibrating file format vinyl letters channel letters and signs
- Preparing proper file & format for printing, checking file size, image pixels, and grains for different format offset/large format/print media and web
- Experience with pre-press and packaging. Registration mark, cut, trim, bleed, fold, perforation, and demi mockup creation
- Image retouching, layer masking, color balancing, sharpening, and cloning
- Built an animated presentation thru Powerpoint and Prezi basic
- Design and create a website mobile app interface/prototype in Adobe XD basic

## ACTIVITIES AND HONORS

2007 Team of the Year Award  
DDB Brandcom Middle East  
2006 Employee of the Year Award  
Intercorp Advertising