



Rhoda Jackson

Graphic Designer

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(123) 456-7890

Denver, CO

LinkedIn/rhoda-jackson

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

MS Word / PowerPoint

Languages

English (fluent)

Croatian (fluent)

Mandarin (intermediate)

Arabic (beginner)

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 of which were included in the 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 launches 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 26,000 points of engagement

- Revamped company logo and business cards, boosting brand image