

# JESSICA TORO- PACHECO

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[jessicatoro.com](http://jessicatoro.com)

## SKILLS

### Design

Adobe Illustrator  
Adobe InDesign  
Adobe Acrobat Pro  
Adobe Photoshop  
Adobe Lightroom  
Adobe AfterEffects  
Microsoft Office

### Research

Wireframing  
Storyboarding  
Prototyping

### Hands-on

Sketching  
Painting  
Handlettering  
Photography  
Screen Printing  
Bookbinding

### Programming

HTML  
CSS  
JavaScript  
React  
Node.js  
jQuery  
Firebase  
MongoDB  
SQL  
APIs  
JSON  
AJAX  
Bootstrap  
Materialize  
GIT

## RECOGNITION

Association of College Unions  
International (ACUI) Steal This Idea  
winner three consecutive years for Beyond  
Northwestern Multi-Page Publications.

- 1st Place (2017 Region V Conference)
- 1st Place (2016 Region V Conference)
- 2nd Place (National Conference 2015)

ACUI Steal This Idea winner for Latin  
American Heritage Month Posters

- 1st Place (National Conference 2015)

ACUI Steal This Idea winner for  
Multicultural Student Affairs Brochure

- 2nd Place (National Conference 2015)

2015 Student Affairs Innovation Award

- Student Affairs Web Redesign

ACUI Steal This Idea winner for  
Northwestern Student Affairs website

- 2nd Place (2014 Region V Conference)

National Association of Government  
Communications (NAGC) Blue Pencil &  
Gold Screen Award, 2012

## EXPERIENCE

FEB 2018 : Interim Director of Student Affairs Marketing  
CURRENT : Northwestern University | Evanston, Illinois

- Serves as lead Senior Graphic Designer for Northwestern's Division of Student Affairs.
- Designs campaigns from concept to final production for 30+ departments on various print and digital platforms. Partners with external print vendors to ensure quality production of publications.
- Creates original artwork, makes color corrections, and develops proper and creative typography for all design projects.
- Continuously monitors project in-take system to identify pain points to improve efficiencies.
- Coordinates 30+ projects and effectively manages competing priorities to assure timely completion of deliverables.
- Organizes project requests using project management system, Monday.com, managing three teams on one platform, allowing for seamless team interaction throughout the entire project life cycle.
- Works as liaison to Global Marketing, participating in monthly meetings to develop strategies and planning content for communications to the Division and the greater Northwestern community.
- Trains three teams across disciplines; graphic design, communications, and video/photography production to develop content and marketing assets.
- Supervises two full-time marketing staff, a graduate assistant, and 20+ student workers.

AUG 2015 : Assistant Director of Student Affairs Marketing  
FEB 2018 : Northwestern University | Evanston, Illinois

- Built organizational health and optimized resources through the supervision of one full-time Marketing Specialist/Graphic Designer. Led hiring process and trained full-time staff and 20+ student staff.
- Oversaw the graphic identity for the Division of Student Affairs, ensuring accurate adherence to University branding guidelines creating brand continuity within the Division.
- Analyzed user experience (UX) design for digital media. Oversaw design maintenance of Student Affairs website, with emphasis on responsive and accessible design.
- Managed projects from initial request through strategy, design, implementation, and assessment with the use of project management software and in-person updates.
- Met and collaborated with partners and clients to create and implement marketing solutions.
- Developed collateral and implemented social media, digital, and print communications efforts for Northwestern's Martin Luther King Jr. Commemoration. Hand painted image for all marketing material.
- Created the End-of-Year Exhibit and portfolio reviews for student staff.

JAN 2013 : Graphic Designer, Student Affairs Marketing  
AUG 2015 : Northwestern University | Evanston, Illinois

- Provided visual design services for the Division of Student Affairs. Collaborated with clients, department staff, and Director of Marketing to determine marketing goals to target audience.
- Redesigned Northwestern Student Affairs website, with emphasis on responsive and accessible design to create branding continuity within the division.
- Recruited, led, trained, and supervised 20 students in graphic design, communication strategy, and visual communication.
- Assigned, critiqued, and approved design projects for client review, while managing timelines and deliverables.
- Established and managed relationships with external vendors as necessary for production and distribution of outsourced materials.

OCT 2010 : Graphic Designer, Medicare/Medicaid Special Projects Team, Yorktel  
OCT 2012 : Social Security Administration Headquarters | Baltimore, Maryland

- Designed and produced marketing material for national public information campaigns, public service announcements, and student career and volunteer internship programs. For example, Open Government Initiative, Electronic Services for Appointed Representatives and the American Council for the Blind.
- Typeset and designed publications and leaflets in English, Spanish, and 14 other languages.
- Produced publications that were 508 compliant for government-mandated accessibility.
- Completed preflight checks to ensure accuracy for print production, created print packages, reviewed color separations, and checked file formats.

MAY 2010 : Graphic Designer, National Center on Physical Activity and Disability (NCPAD)  
OCT 2010 : University of Illinois at Chicago | Chicago, Illinois

- Created infographics to visual NCPAD statistics for Michelle Obama's Let's Move initiative. Infographic featured on whitehouse.gov.
- Designed print-based materials; brochures, flyers, booklets, and posters for conferences, lectures, and educational classes.

## EDUCATION

AUG 2017 : Northwestern University | School of Professional Studies  
FEB 2018 : Certificate in Full Stack Web Development

SEPT 2004 : University of Illinois at Chicago | College of Art and Design  
MAY 2010 : Bachelor of Fine Arts, cum laude, Graphic Design, minor in Studio Arts