

JESSICA TORO- PACHECO

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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

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

EXPERIENCE

FEB 2018 : Interim Director of Student Affairs Marketing
CURRENT : Northwestern University | Evanston, Illinois.
- Focuses on student learning through evaluations, collaboration, and portfolio reviews.
- Meets and collaborates with University partners to create and implement marketing solutions.
- Supervises two full-time marketing staff, two graduate assistants, and 23 student workers.
- Evaluates data to develop a new project management system for marketing requests.
- Designs campaigns from concept to final production for 30+ departments on various print and digital platforms

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. Lead 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 design solutions.
- Led marketing and communications efforts for Northwestern's Martin Luther King Jr. Commemoration. Worked closely with Global Marketing & Communications to create and implement communications, social media, digital, and print strategies. 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 utilized relationships with external print 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 508 compliant publications and leaflets in English, Spanish, and 14 other languages.
- Created print packages, reviewed color separations, and checked file formats to ensure accuracy for production.

MAY 2010 : Graphic Designer, National Center on Physical Activity and Disability
OCT 2010 : University of Illinois at Chicago | Chicago, Illinois
- Recreated identity and branding for the department.
- Designed print based materials; brochures, flyers, booklets and posters for conferences, lectures, and educational classes.