



JULES FORREST

*Designer & Pepper
Enthusiast*

CONTACT

freshpepper.co
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SKILLS

Branding
Typography
Illustration
HTML/CSS
Web design
Print design
Creative Suite
Sketch
Microsoft Office

EDUCATION

Binghamton University
BA Graphic Design

May 2014

EXPERIENCE

Optimizely
Communication Designer

July 2014 — Present

Designing and illustrating landing pages and PDFs for marketing team
Leading entire design team in creation of a comprehensive company design guide
Art directing, designing and copywriting a new careers site for recruiting team
Designing HTML content templates for ebooks, customer stories and articles

Binghamton University
Junior Graphic Designer

June 2013 — May 2014

Consulting with clients on individual project goals, requirements, and expectations
Designing print materials: posters, brochures, newsletters, flyers, mailers, stationery
Proofing finished documents before preparing and sending PDFs to printer

FreshySites
Graphic Designer

June — Sept. 2013

Expanding company identity, designing branded print and promotional materials
Gathering and organizing website content from clients, planning site structure
Building out and customizing client sites using WordPress and premium templates

Pipe Dream
Managing Editor

May 2012 — May 2013

Redesigned print styles from tabloid format newspaper to broadsheet format
Managing staff of 25 section editors to ensure production of relevant content
Communicating with business section to dummy ads and planning issue length
Overseeing compilation of each issue, proofing pages and sending them to print