



Jessie Michelle Smith
graphic designer

jessiemichelle.design

FORMAL EDUCATION

BACHELOR OF ARTS

Savannah College of Art and Design
2011–2014 Visual Communication

ASSOCIATE OF ARTS

**Mississippi Gulf Coast
Community College**
2008–2010

KEY SKILLS

Design Research	Writing/Editing
Concepting	Photo retouching
Editorial Design	Lettering
Layout	Packaging
Mock ups	Direct Mail
Marketing	Large Format Design
Branding	Photo styling
Identity Design	Typography
Merchandise Design	Visual Display
Production setup	Presentation

PROGRAMS

Adobe	Photoshop
Acrobat	Microsoft
After Effects	Excel
Bridge	Powerpoint
Creative Cloud	Word
Illustrator	
InDesign	

CONNECT

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PERSONAL STATEMENT

3 years experience as a graphic designer working on award-winning admission materials for one of the most influential art and design universities in the country. Areas of expertise include developing innovative, cost effective concepts for creative campaigns throughout the year, as well as designing attention-grabbing visuals, merchandise and displays for digital and print. Highly experienced in Adobe Indesign, Illustrator, and Photoshop as well as setting files up for various production formats and techniques.

EXPERIENCE

SAVANNAH COLLEGE OF ART AND DESIGN

CREATIVE DIRECTION, GRAPHIC DESIGNER | March 2015 – June 2018

Establish well-received creative campaigns for various admission events and recruitment which are used both domestically and internationally. See work through every stage of approval from concept to final production, collaborate with team members to refine design solutions both for print and digital platforms, and work closely with production team to ensure quality and cost effectiveness. Update existing creatives as needed throughout each year as well as develop new concepts and strategies to incorporate or improve digital interactivity in print collateral.

FREELANCE

ART DIRECTION, PHOTO STYLIST | Sept. 2012 – Present

Develop creative concepts for photographers. Plan locations, wardrobe, make-up and hair. Organize dates and locations. Create shot lists. Style shoots depending on criteria provided by photographers, such as target publication, event or business promotion, or portfolio work. Work with photographers on set or on location.

SALON KROHN, GRAPHIC DESIGNER | April 2013

Created logo and design identity to make the salon's interior design cohesive with their digital and print branding. Created all print collateral including business cards, appointment cards, menu flyers and booklet of services.