



JESSICA SIMMONS

PHILOSOPHY

I enjoy solving problems with design solutions, while maintaining diligence, reliability and focus!

CONTACT

jessica@jessicasimmonsdesign.com

501.837.3522

PORTFOLIO

jessicasimmonsdesign.com

TECHNOLOGY

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe Acrobat

Sketch

Lucidchart

Invision

Active Campaign

Amazon Seller Central

Shopify

Blender

SKILLS

Grid and Layout

Branding

Typography

Color Studies

Printing and Binding

Photo Editing

Photography

Visual Quality Control

UI & UX

EDUCATION

JOHN BROWN UNIVERSITY

2012 – 2016

Bachelor of Science in Graphic
and Web Design

Minor in Photography

BAPTIST PREPARATORY

Graduated May, 2012

GPA 3.75

EMPLOYMENT

BALDWIN & SHELL CONSTRUCTION COMPANY

November 2020 – March 2022

Marketing and Graphic Designer

- Gather information, design, print and bind Requests for Qualification, Requests for Proposal and Statements of Qualification documents for clients and Excellence in Construction award winning binders for submission
- Gather information, design, print and bind items for the Business Development team, Division Presidents and individual worksites including signage, fliers, presentations, placemats, banners, brochures, booklets, ads and more
- Photography editing and photograph events and portraits as needed
- Keep records of employees needing photographs and coordinate between the project team and photographer for end of project photoshoots
- Coordinate the printing of signage and banners with outside printers for events and individual worksites
- Research and build company brand including icons, typography, color updates, pattern and placement
- Write copy and design social media posts while combining new branding
- Update website content and provide Visual QC for the Baldwin & Shell website
- Organize, catalog and archive files, documents, artwork and photography on the server
- Create and print business cards for employees across all locations
- Create product mockups for visual representation of new swag items and keep a record of swag items available

EMPLOYMENT (continued)

REV365

February 2019 – February 2020

Digital Graphic Designer

- Create branding for several companies and REV365. This includes improving or creating style guides, colors, icons, packaging, logo design and more
- Use UI / UX design to build websites, landing pages and more in Sketch with multiple layouts for a responsive design (desktop, tablet, mobile large and mobile small)
- Use Shopify to design e-commerce websites with company branding
- Build wireframes in Lucidchart during the early stages of the project to promote an efficient design process
- Check Visual Quality Control on websites and landing pages for design accuracy and ADA Compliance
- Design and build Amazon marketing content for a company through tools such as Amazon Seller Central. This includes Amazon Brand Stores and Enhanced Brand Content
- Design email templates in Sketch, Active Campaign, Mailchimp and other programs based on the desired message and company branding
- Design ads for clients based on their style guide
- Create detailed notes and transfer mockups to Invision for the most efficient project handoff to a developer
- Organize company files of client brand

EVERYTHING MARY

September 2016 – April 2018

Manager of Design and Development - Home Division

- Created new products, cads for early visual, packaging and artwork layouts for printing, and worked with product manufacturers for the best design and product for the most reasonable cost
- Created designs following the style guides and artwork provided by licensors (Disney, Marvel, Star Wars, DC Comics), and worked with these companies to create a final product for market
- Provided sales team with catalogs, packaging mock-ups, pdqs, endcaps and other visual representation based on their needs
- Collaborated with the design team to organize and create a more efficient process of operation with the licensors
- Assisted photography for products, web and lifestyle through improving the lighting setup, color checking and process while helping with editing and clipping photos
- Updated branding for Everything Mary (colors, logo spacing, typography, clean layout), Briteloft (colors, clean layout), and Urban Square (logo design, colors, clean layout)

FREELANCE

July 2015 – February 2019

Work for a variety of businesses

Independent graphic design work consisting primarily of branding, logo design and stationery.

EMPLOYMENT (continued)

JOHN BROWN UNIVERSITY

August 2014 – May 2016

Walton Lifetime Health Complex Supervisor

Primary duties included opening and closing, cleaning equipment, training workers, checking on building and workers periodically

MAGNA 4

May 2015 – June 2015

Graphic Design Internship

Primary duties included creating graphics for several companies within their specific brands

WINDSTREAM COMMUNICATIONS

July 2013 – August 2013

Payroll Support

Primary duties included organizing, filing, stamping and distributing mail, taking recorded messages and working on and printing computer spreadsheets