

JESSICA LAUREN DESIGNS

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Work Experience

Walton Isaacson Advertising Agency – Los Angeles, California

Graphic Designer, July 10 – present

Produce print ads & promotional design for clients including Lexus, Toyota, Caesar's Entertainment, Unilever & White Memorial Hospital.

Beauty Park Medical Spa – Santa Monica, California

Graphic Designer & Web Master, July 09 – present

Produce pieces of promotional design, signage and collateral. Web site maintenance, copy writing, design of monthly HTML newsletters, manage contacts, local marketing and social media consulting.

Bridget McNeill's Pub & Grill – Chicago, Illinois

Web Designer, Oct 08 – Feb 10

Design, implementation, and maintenance of restaurant's web site.

Howbowda Bagel Company – Champaign, Illinois

Web Designer, Sept 08 – Oct 09

Design and implementation of company's web site.

Jody Domingue Studios – Los Angeles, California

Freelance Graphic Designer, June 08 – March 09

Design and layout unique collage templates for elaborate, high-end photo albums.

Illinois Green Business Association – Champaign, Illinois

Web & Graphic Designer, May 08 – May 09

Print collateral, logo and web design for Illinois state-wide green business certification program.

Creative Services | Public Affairs – Champaign, Illinois

Student Graphic Designer, Sept 07 – May 09

Produce publications and promotional collateral for the University.

Department of Graphic Sciences – Los Angeles, California

Graphic Design Intern, May 07 – Aug 07

Publication production, print and advertising design.

Education

University of Illinois at Urbana - Champaign

Bachelor of Fine and Applied Arts

Concentration in Graphic Design

Attended 2004 – 2009

Achievements

2008 Graphic Designer of the Year

University of Illinois Chapter

National Student Advertising Competition

Platinum Performance Award

University of Illinois Chapter, 08

National Student Advertising Competition

Exhibitions

BFA Graduate Exhibition (curator & exhibitor)

Krannert Art Museum, May 09

Champaign, Illinois

Graphic Design Exhibition

I-Space Gallery, Mar – Apr 09

Chicago, Illinois

MAKE MINE: Graphic Design Show

Link Gallery, Feb 09

Champaign, Illinois

Organizations

National Student Advertising Competition (NSAC) – Champaign, Illinois

Production Leader and Designer, Jan 08 – May 08

Oversaw team of nine through the production process of a 40-page integrated communications campaign plans book. Designed 27 product mock-ups and supporting materials for the competition.

American Advertising Federation (AAF) – Champaign, Illinois

University of Illinois Chapter Member, Jan 08 – May 08

Honors advertising excellence and provides students with real-world case studies to yield creative business solutions.

Technical Skills

Audio Editing
CMS
CSS Coding
Dreamweaver
HTML/ XHTML
JavaScript
Illustrator
InDesign
Photoshop
Video Editing
WordPress

Traditional Skills

Art Direction
Collage
Concept Development
Digital Photography
Illustration
Letter Press
Problem-Solving
Screen Printing
Sustainable Design
Team Leadership
Web Design