

JESSICA HUMPHREY

Visual Designer | Creative Strategist

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Visual Designer, Social Media Marketer, and Creative Consultant with solid tech & design experience looking to join an innovative and trend-setting company. Hands on experience with various print processes, web design frameworks, and modern marketing techniques.

Education

Oregon State University 2012-2017

Graphic Design & Visual Arts

Visual Design, Interaction Design, New Media Studies, Marketing, Analytics, User Research and Information Design.

Linn-Benton Community College 2010-2012

Computer Science & Information Systems

Computer Science foundations, Databases/SQL, Computer Architecture, Robotics.

Skills

User Research & Audience Building
Brand Development and Management
3D Modeling and Rendering
Social Media Marketing & Strategy
Email Marketing
HTML/CSS/Javascript
Bootstrap
Wordpress
Web & Graphic Design
UI Design
Front and Backend Development
Pre-press and Proofing
Illustration
Catalog and Editorial Design
Event Management Planning & Design
Interactive wireframing
Copywriting & Editing
Lettering & Typography

Tech

Adobe Creative Suite
Sketch & Balsamiq
Oracle Responsys
Trimble Sketchup

Other Experience

Welcome To the Circus

Press, Graphics & Fundraising | 2013

DAMChic Magazine

Assistant Art Director | 2014-2015

Experience

Famous Brands International

Graphic Designer | 2017-Present

Design of Specialty Packaging to drive holiday and special occasion product sales. Creation of social media and email assets that increase customer engagement. Design & Code Targeted emails to increase sales on specialty products. Create POP kits designed to increase sales, brand awareness and product tie-ins with partners for over 360 stores nationwide. Work across remote and executive level teams to implement strategies according to marketing and design needs.

Oregon State University

Graphic Design Intern | 2015-2017

Designed teaching and informational communication for all 12 colleges within the university. Designed and created key internal documents for various stakeholders and officials. Proofed and performed press checks for specialty print items. Created specialty items for distribution to over 30k visitors and students. Designed and created Tradeshow and other specialty print items for local clients.

N'Reener's

Designer & Marketing Mgr. | 2015-2017

Created and executed strategic marketing campaigns based on analytics and customer research. Created marketing assets for print and digital mediums across all touch points. Helped grow the business to two locations through successful marketing, customer acquisition, and targeted campaigns. Routinely came in under budget for marketing campaigns and customer acquisition costs.