





# JESSIE EDWARDS

## CREATIVE DIRECTOR

### Contact

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### About me

I started as a designer in a small town print shop in Angier, NC. Since then, I have honed my skills through hundreds of projects with a wide variety of clients for both small and large companies, as well as for my own design business. I have 12+ years experience as a creative leader, collaborator, and an advocate for culture. With passion and a strong focus on quality, I develop unique and innovative solutions for my clients.

### Skills

Adobe Photoshop CS6

Adobe Illustrator CS6

Adobe InDesign CS6

Adobe Dream Weaver CS6

Adobe Lightroom 5

Adobe Premiere Pro CS6

Capture One

MS O

### Education

Campbell University {Buies Creek, NC}  
*BA in Graphic Design & Studio Art*

## Industry Experience

### Xactly Corporation {San Jose, CA}

*Creative Director — June 2016-Present*

- Lead a two-person in-house creative team, multiple agencies, and contractors
- Designed and developed the corporate identity and organized one location where all creative assets can be found
- Lead monthly, company-wide training sessions on process, design principles, and best practices
- Developed the process for requesting creative work across all departments
- Create and implement concepts, guidelines and strategies in various creative projects and overseeing them to completion

### Freelance Design, Photography, Video, and Identity

*May 2012-Present*

- Design and direct corporate identities, promotions, collateral, style guides, trade show graphics, print ads, web design, and packaging
- Maintain client relations and business best practices
- Work seamlessly across multiple industries and varying company sizes

### Jive Software {Palo Alto, CA}

*Creative Lead — June 2014-May 2016*

- Was part of an internal team that redesigned the corporate brand identity
- Responsible for visual creative development across internal teams
- Constructed digital renderings, retouched photographs, shot and edited customer case studies and internal promotional videos
- Responsible for concept, design, presentation, execution, and production
- Collaborated with events on emails, booths, banners, signage, and apparel

### SLI Systems {San Jose, CA}

*Senior Designer — March 2013-May 2014*

- Led a two person team responsible for visual creative development of all brand assets
- Updated all active documents and collateral. Created an online library making everything searchable and accessible company-wide

### Taleo Corporation (Now an Oracle company) {Dublin, CA}

*Senior Designer and Photographer — November 2008-May 2012*

- Worked directly with multiple departments in the company to execute hundreds of design projects annually for web, print, and events
- Built strong relationships with employees and customers
- Redesigned all sales materials (decks, papers, brochures)
- Art directed and photographed shoots for company branding, portraits, and events