JESS MATTHEWS

Graphic Designer

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412.527.4772

EDUCATION

BFA APPLIED MEDIA ARTS | GRAPHIC DESIGN
Edinboro University of Pennsylvania

EXPERIENCE

SENIOR GRAPHIC DESIGNER
4moms | 2017 - 2024

- Ideated and executed all aspects of creative marketing, which included creating graphics for sales, campaigns, and product launches, which were then implemented across multiple digital platforms such as email, ads, website, and social media.
- Assisted in multiple photo/video shoots from moodboards to production, producing standard product shots as well as creative campaign videos.
- Designed in-store merchandising assets for multiple retailers, tailoring to each specific display scenario.
- Supported the process of a full re-branding and its successful execution across platforms.
- Created new product manuals from start to finish: learned product functionality, illustrated step-by-step assembly and use instructions, gathered feedback across departments, and adhered to all required standards for necessary warnings. Coordinated with translators to implement multiple languages for both domestic and international distribution.
- Chose new colors and created patterns for soft goods based on interior design trends and consumer demands.
- Redesigned core product and accessory packaging to comply with cost-saving initiatives.
- Collaborated with the product development team to create and update all on-product warnings according to required safety standards.
- Set up new project management software to optimize workflow between departments.

FREELANCE
2012 - 2024

Provided clients designs for:
- Logos and branding
- Sports banners, T-shirts, and CD cases
- Menus and brochures
- Event signage and invitations

SUMMER HELP
Matthews Bronze International | 2012 - 2015

- Assisted in multiple departments including Graphics, Order Entry, and Warehouse.
- Edited and refined vector graphics and text to use for production, and helped implement processes to reduce the amount of time required for tasks.