



JESSICA GOLDSMITH

ART DIRECTOR, GRAPHIC DESIGNER, ILLUSTRATOR

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PROFESSIONAL SKILLS

ART DIRECTION

GRAPHIC DESIGN

ILLUSTRATION: DIGITAL + ANALOG

LETTERING + TYPOGRAPHY

ADOBE ILLUSTRATOR, PHOTOSHOP + INDESIGN

PROCREATE EXPERT

WIX + SQUARESPACE

WORDPRESS

SOCIAL MEDIA MANAGEMENT + STRATEGY

ADVERTISING UNDERSTANDING

BRANDING / BRAND STRATEGY

SELECT CLIENTS + PROJECTS

STELLA ARTOIS

BRANDED ILLUSTRATION OOH CAMPAIGN

JFK LIBRARY, PRECISION GROUP

COVID HEROES SOCIAL MEDIA CAMPAIGN

BEAUTY BLENDER

GRAPHIC TYPOGRAPHY DESIGN

HENNESSY + DROGA5

TYPOGRAPHY AND LETTERING

CREATE & CULTIVATE

FEATURED DESIGN

WOMEN'S ARTIST GLOBAL NETWORK

FEATURED ARTIST

NYS BILLY IDOL, IDLING CAMPAIGN

STARFISH MEDIA GROUP

FIRST RESPONDERS CHILDREN'S FOUNDATION

PUBLISHED COLORING BOOK

NEUTROGENA

COMMERCIAL ARTWORK

EXPERIENCE

FREELANCE ART DIRECTOR

(2018 - PRESENT) GRAPHIC DESIGNER + ILLUSTRATOR

WORKED WITH VARIOUS CLIENTS ON A LARGE SPECTRUM OF PROJECTS INCLUDING: FULL BRAND DEVELOPMENT, WEB DESIGN, DIGITAL ASSETS, ILLUSTRATION FOR PRINT, UX DESIGN, OOH CAMPAIGNS, LOGO DESIGN, SOCIAL MEDIA DESIGN AND MANAGEMENT

ART DIRECTOR

(9/2017 - 12/2018) FIRST RESPONDERS CHILDREN'S FOUNDATION

OVERSAW ALL BRANDING + ART DIRECTION, BUILT + DESIGNED WEBSITE ON WORDPRESS CMS PLATFORM, CREATED BRANDED CONTENT FOR WEB. DESIGNED BROCHURES, POSTERS, INVITATIONS. CURATED BRAND PHOTOGRAPHY.

SENIOR DESIGNER

(10/2016 - 9/2017) PETALS LASER LOUNGE

CONTINUED TO MANAGE COMMUNITY PLATFORMS, LEAD ALL WEB + DIGITAL DESIGN, OOH AD DESIGN, AND PRINT DESIGN FOR COLLATERAL

DESIGNER + COMMUNITY MANAGER

(9/2015 - 10/2016) PETALS LASER LOUNGE

CREATED DIGITAL CONTENT FOR WEB AND PRINT, CREATED BRANDED SOCIAL MEDIA CONTENT AND MANAGED MULTIPLE SOCIAL MEDIA PLATFORMS.

ECOMMERCE MANAGER

(1/2012 - 9/2015) ENZEE OUTLETS

PHOTOGRAPHED, EDITED AND PREPARED INVENTORY FOR E COMMERCE