

JESSICA CUMMINGS

CREATIVE DIRECTOR | DESIGN

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EDUCATION

UNIVERSITY OF ILLINOIS

Champaign - Urbana, IL
Bachelor of Fine and Applied Arts
in Graphic Design

AWARDS

FWA, THE SHORT LIST

September 2012
OutRayRay.com
Under Armour

FWA SITE OF THE MONTH

October 2012
CloudsOverCuba.com
JFK Library and Museum

FWA SITE OF THE DAY

November 27, 2012
JamWithChrome.com
Google

SKILLS

DESIGN SOFTWARE

InDesign, Photoshop, Illustrator

OFFICE TOOLS

PowerPoint, Word

FUNDAMENTAL

Typography, Layout, Branding,
Packaging, Web and Mobile, Events,
HTML, CSS, Advertising, Marketing,
Presentations, Retouching,
Social Media

EXPERIENCE

CREATIVE DIRECTOR | NOVEMBER 2012 - PRESENT

The Marcus Buckingham Company, Beverly Hills, CA

- Directs an average of 140 visuals each month
- Brings strong visual sense to conduct the creative function of the business
- Accountable for brand standards and quality control over all projects
- Develops concepts through early stages of projects
- Creates top presentations for new business and keynote deliveries
- Executes with attention to detail and a professional approach to time, costs and deadlines
- Manages multiple projects and priorities while delivering high level results
- Oversees the activities and professional development of design team members
- Inspires and nurture talent within a collaborative environment
- Reports to the President of the company

FREELANCE DESIGNER | AUGUST 2012 - NOVEMBER 2012

Tool of North America, Santa Monica, CA

- Contracted to create visuals for several interactive web projects
- Designed 19 instruments for JamWithChrome.com and the Technology web page
- Created the UI design for the modal windows and dossier for CloudsOverCuba.com
- Illustrated 12 interactive maps during the Cuban Missile Crisis for CloudsOverCuba.com
- Worked on the UI design for an interactive Under Armour web contest, OutRayRay.com
- Designed 16 animated web campaign banners for Capella University
- Contributed design to 3 FWA winning websites

ART DIRECTOR | JULY 2010 - AUGUST 2012

Walton Isaacson, Los Angeles, CA

- Designed over 300 assets and brand collateral for high profile clients in fast-paced environment
- Collaborated with Creative Director to execute adaptations for Hispanic, AA, and LGBT markets
- Used critical thinking to create conceptual ad campaigns for a luxury automotive brand
- Created over 60 assets for online videos and commercials for entertainment and auto clients
- Art directed and designed dozens of print ads and email blasts
- Created unique large scale designs and signage at 5 Auto Show events for Lexus
- Produced hundreds of digital assets and including image retouching for final print production
- Designed custom logos and branding for TV shows and events co-branded with Lexus
- Developed pitch presentations for new business and presentation templates
- Demonstrated ability to produce high quality work under pressure and on tight deadlines

ART DIRECTOR, DESIGNER | JULY 2009 - JULY 2010

Nurse Jamie Healthy Skin Solutions, Santa Monica, CA

- Created the logo design and branding for emerging skin care company
- Designed product and packaging for over 20 skin care products sold in Harrod's and Neiman Marcus
- Designed collateral materials, press releases, email campaigns and in-store signage

CLIENT LIST

LEXUS, TOYOTA, FACEBOOK, GOOGLE, HILTON, UNDER ARMOUR, UNILEVER, LEVI STRAUSS, CISCO, DELOITTE, ACCENTURE, CAESAR'S ENTERTAINMENT, WHITE MEMORIAL HOSPITAL, APICHA, NURSE JAMIE, BEAUTY PARK, UNIVERSITY OF ILLINOIS, AVAIRPROS, CAPELLA UNIVERSITY, JFK LIBRARY

