



# JESSIE MICHELLE SMITH

graphic designer

jessiemichelle.design

## FORMAL EDUCATION

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### BACHELOR OF ARTS

**Savannah College of Art and Design**  
2011–2014 Visual Communication

### ASSOCIATE OF ARTS

**Mississippi Gulf Coast  
Community College**  
2008–2010

### KEY SKILLS

Design Research	Writing/Editing
Concepting	Photo retouching
Editorial Design	Lettering
Layout	Packaging
Mock ups	Direct Mail
Marketing	Large Format Design
Branding	Photo styling
Identity Design	Typography
Merchandise Design	Visual Display
Production setup	Presentation

### PROGRAMS

#### Adobe

Acrobat  
AEM  
Bridge  
Creative Cloud  
Illustrator  
InDesign  
XD  
Photoshop

#### Microsoft

Excel  
Powerpoint  
Word  
Teams

#### Other

JIRA  
Invision  
Workgroups

## CONNECT

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**e:** [jessiemsmith@live.com](mailto:jessiemsmith@live.com)

**p:** 912.272.1534

**w:** [jessiemichelle.design](http://jessiemichelle.design)

## PERSONAL STATEMENT

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Experience as a graphic designer working on award-winning loyalty programs for retail clients and admission materials for one of the most influential art and design universities in the country. Areas of expertise include developing innovative, cost effective concepts for creative campaigns, as well as designing attention-grabbing media, merchandise and displays for digital and print. Highly experienced in Adobe Indesign, Illustrator, and Photoshop as well as setting files up for various production formats and techniques.

## EXPERIENCE

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### Carter's | OKB - Creative Circle

**CRM TEAM, SENIOR GRAPHIC DESIGNER** | April 2022–May 2023

Manage all digital and retail campaign designs for loyalty and credit card programs including pieces for promo emails, customer welcome kit, reoccurring statements, retail signage, direct mail, trigger emails, email and site banners, paid media, vendor banners, and web landing pages.

Follow design timelines, work with copy editors and creative directors to develop designs, present designs to leadership, submit for approvals & legal review, and release files for production, dev and email teams, Maintain organized files for server archive.

### Carter's - Creative Circle

**CREATIVE TEAM, SENIOR GRAPHIC DESIGNER** | Dec. 2018–Nov. 2019

Develop creative and launch all collateral for the Carter's Credit Card including retail, direct mail, and digital pieces. Maintain creative for one off projects, as well as updates to existing pieces, including redesigning creative for the existing rewards program. Work with third party company to meet required deadlines and legal regulations on all collateral.

Also work on wholesale projects and marketing requests for Top to Top meetings, Sales Meeting, and New York Showroom, as well as graphic updates for Kohl's and JCP. Establish and refine a comprehensive icon library for ECOMM Product features to be used in-store, online, and in direct mail.

### Savannah College of Art and Design

**CREATIVE DIRECTION, GRAPHIC DESIGNER** | March 2015–June 2018

Establish well-received creative campaigns for various admission events and recruitment which are used both domestically and internationally. See work through every stage of approval from concept to final production, collaborate with team members to refine design solutions both for print and digital platforms, and work closely with production team to ensure quality and cost effectiveness. Update existing creatives as needed throughout each year as well as develop new concepts and strategies to incorporate or improve digital interactivity in print collateral.