

JESSICA PEARL ROSES

JESSICA IS A **MULTIDISCIPLINARY DESIGNER** AND TEAM LEADER ADEPT IN CREATING **STRATEGY DRIVEN DESIGN** THROUGH AN ARRAY OF BOTH PRINT AND DIGITAL MEDIA WITH OVER 10 YEARS OF EXPERIENCE.

561-596-3833

jessicapearlroses@gmail.com

www.jessicapearlroses.com

EDUCATION

Parsons the New School for Design BFA, 2014 - 2018

Major: Illustration

Minors: Graphic Design

Creative Entrepreneurship

Maryland Institute College of Art Summer Studio Residency, 2013

SKILLS & INTERESTS

Design Skills

Art Direction, Strategic Design, UX/UI, Branding, Illustration, Motion Graphics and Animation, Packaging Design, Basic HTML, CSS, and JavaScript.

Software Knowledge

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premier, After Effects, Lightroom, Bridge.

Ecommerce Sites: Shopify, Squarespace, Wix, Wordpress, Figma, Spark AR, Sketch, all social media platforms.

Project Management Tools:

Trello, Monday, Slack, and Jira.

Interests

Jessica's passions outside of work include knitting, learning about current design and fashion trends, visiting museums, using sustainable glitter, and hanging with her hedgehog.

WORK EXPERIENCE

Authentic Brands Group Senior Graphic Designer 2018 - Present

- Responsibilities include creating, managing, and elevating the visual identity across all creative touchpoints for over 50 fashion, luxe, and beauty brands including:

Nine West, Juicy Couture, Vince Camuto, Barneys New York, Reebok, PVH, Judith Leiber, Brooks Brothers, Ted Baker, Frye, Nautica, Izod, Hervé Leger, Boardriders, Forever 21, Eddie Bauer, and Frederick's of Hollywood.

- Conceive and develop innovative global campaigns through on set direction, image asset management, and advertising collateral.
- Creation of pitch decks, shared with internal and external stakeholders to generate new revenue and expand brand portfolio through collaborations and partnerships.
- Daily jobs include developing marketing strategies, DTC email design, digital advertising, comprehensive social media design, video editing, animation, packaging development, and web design direction.

Chashama Graphic Designer 2015 - 2018

- Projects included preparing pitch decks for property owners, annual gala branding, and cultivating brand extension designs.
- Partnered with Pentagram as an Associate Graphic Designer in order to rebrand the visual identity of Chashama.
- Provided assistance with marketing and special events coordination.

FREELANCE CLIENTS

Virtue Security & Purpleleaf
Web design and illustrations for cybersecurity pentesting, 2020-2023

London Blockchain Labs
Illustrated series of NFTs, 2022

Bumble and Bumble
Digital Designer executing consumer facing designs, 2020

Scholastic
Book Series Bobs and Tweets
Animating stills from book series, 2018

Village Halloween Parade
Design fundraising pitch deck, 2016-2017

Coney Island Mermaid Parade
Graphic designer and illustrator for marketing Materials, 2016-2017

McEnroe Organic Farms
Brand Designer and Illustrator, 2015-2017

Durst Organization
Illustrator for Leadership Conference, 2017