

jessie smith

EXPERIENCE

April 2025 - Present

Senior Graphic Designer Sunlighten

Designs performance-driven, omni-channel assets (email, web, social, ads) with strong visual hierarchy and UX. Uses data insights to optimize for traffic, conversions, and brand awareness. Creates mobile-first designs for websites, apps, and landing pages. Drives creative storytelling through video, animation, and visual content. Ensures consistency and efficiency with templates, style guides, and streamlined processes. Collaborates cross-functionally and stay ahead of digital trends to fuel innovation and growth.

January 2022 - April 2025

Art Director iFocus Marketing

Build, lead and review work of the design team in the production of all print and digital marketing material. Collaborate with account managers and sales departments in developing marketing plans, analyzing results, and identifying design opportunities. Create fresh, innovative work that translates complex ideas into compelling experiences for audiences.

May 2021 - January 2022

Senior Graphic Designer iFocus Marketing

Produced designs such as; Hulu advertising, Youtube advertising, logos, landing pages, static and animated display ads and more. Implemented brand tracking, market trends, consumer need, and the competitive landscape. Onboarded and taught new designers and interns to the company.

May 2017 - May 2021

Senior Graphic Designer Grapevine Designs

Designed digital and print materials such as; direct mailers, magazine ads, emails and landing pages. Worked with creative team and with clients on design process and production. Consulted with marketing team to identify their graphics needs, budget constraints and deadlines for the project.

April 2016 - May 2017

Graphic Designer & Brand Manager ARY, Inc

Managed four brands; VacMaster, Kapoosh, BobbleArt and StinkBoss. Developed videos and photographed for those brands. Created digital designs such as; web banners, emails and social media posts. Made print designs such as; flyers, product packaging, trade show promotions and more.

April 2014 - April 2016

Graphic & Web Designer Global Connections

Made print and digital material such as banners, newsletters, brochures and billboards. Photographed at company events. Shot product and lifestyle photographs for the company's websites and social media pages.

Summer 2013

Graphic Design Intern KC Connections

Created event posters and promotional material for companies such as; Make a Wish, Bridal KC, DJ Ashton Martin and more.



CONTACT

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EDUCATION

Bachelor of Arts Minor in Business

Washburn University
August 2011- December 2013

SKILLS

Adobe Creative Cloud	Graphic Design
Advertising	Management
Ai Design	Mentoring
Animation	Photography
Art Direction	Social Media Marketing
Brand Strategy	Visual Communication
Client Relations	Video Editing
Creative Development	Web Design
Creative Strategy	& More

CERTIFICATIONS

Foundations of Project Management
Coursera - August 2023

Google Digital Marketing & Ecommerce
Coursera - September 2022

Employee of the Quarter
iFocus Marketing | April 2024 - June 2024