



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

 jessiesmithportfolio.com
 913-660-6631
 jessie.smithdesign@gmail.com
 Kansas City, KS

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

Experience

Time Period: January 2022 - Present

Job Title: Art Director

Company: iFocus Marketing

Builds, leads and reviews work of the design team in the production of all print and digital marketing material. Collaborates with account managers and sales departments in developing marketing plans, analyzing results, and identifying design opportunities. Creates fresh, innovative work that translates complex ideas into compelling experiences for audiences.

Time Period: May 2021 - January 2022

Job Title: Senior Graphic Designer

Company: 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.

Time Period: May 2017 - May 2021

Job Title: Senior Graphic Designer

Company: Grapevine Design

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.

Time Period: April 2016 - May 2017

Job Title: Graphic Designer and Brand Manager

Company: 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.

Time Period: May 2017 - May 2021

Job Title: Graphic & Web Designer

Company: 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.

Time Period: Summer 2013

Job Title: Graphic Design Intern

Company: KC Connections

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

Skills

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

Certifications

Foundations of Project Management, Coursera - August 2023

and

Google Digital Marketing & Ecommerce, Coursera - September 2022

Jessie Smith

Art Director

913-660-6631

jessie.smithdesign@gmail.com

Kansas City, Kansas



To:

Hiring Manager
Company Name
Company Address
City, State, Zip Code

Dear Hiring Manager,

I am writing to express my interest in the [Job Role] position at [Company Name], as advertised. With over a decade of experience in graphic and web design, coupled with a passion for creative direction and strategic marketing, I am excited about the opportunity to contribute to your team's success.

In my current role as Art Director at iFocus Marketing, I have had the privilege of leading a talented design team in the creation of compelling print and digital marketing materials. Collaborating closely with account managers and sales departments, I have developed and executed innovative marketing strategies that have consistently driven engagement and brand visibility. My ability to translate complex ideas into visually captivating designs has allowed me to establish a track record of delivering results that exceed client expectations.

Prior to my role as Art Director, I honed my skills as a Senior Graphic Designer at iFocus Marketing, where I managed high-profile campaigns for platforms like Hulu and YouTube. I also played a key role in mentoring and guiding new designers and interns, fostering a collaborative and growth-oriented team environment. My experience extends across various industries, including roles at Grapevine Design and ARY, Inc., where I developed comprehensive brand strategies and produced a wide range of digital and print materials.

I bring proficiency in Adobe Creative Cloud, photography, video editing, and a deep understanding of brand strategy and market trends. My commitment to continuous learning is excellerated by certifications in project management and digital marketing, ensuring that I stay ahead in an ever-evolving industry.

I am enthusiastic about the possibility of bringing my skills and expertise to [Company Name] and contributing to your team's ongoing success. I would welcome the opportunity to discuss how my background, creative vision, and strategic approach can support your company's objectives.

Thank you for considering my application. I look forward to the possibility of discussing how my qualifications align with the [Job Role] role at [Company Name].

Sincerely,
Jessie Smith