

# THE JESSE SMALLS

## SOFTWARE

Photoshop	Google Suite
InDesign	Acrobat
After Effects	Invision
Illustrator	HTML & CSS
Sketch	Microsoft Office
Figma	BeePro
Adobe XD	Infusionsoft

## SKILLS

Art Direction	Web Design
Branding	UI/UX
Creative Strategy	Digital/Social
Marketing	Typography
Concepting	Motion Graphics
Presenting/Pitching	Image Editing
Design Trends	Photography

## EDUCATION

### BDES IN GRAPHIC DESIGN

Penn State University  
Theatre Minor

## EXPERIENCE

### SOCIALFLY - ART DIRECTOR (FREELANCE) | Sept 2023–Current

Translate global brand guidelines to North American product launches for entertainment & beauty clients. Evolve brands within early phases and supply the client with a clear cut design system to use throughout digital and print assets.

Oversee the creative of day-to-day branding, typography, video editing, & social.

### SITUATION GROUP - SR. DESIGNER (FREELANCE) | Mar 2021–June 2023

Demonstrated successful design of campaigns for entertainment brands & non-profit clients through strategic & collaborative brainstorming, concept development, & creative execution.

Ideated branding & logos for 360 campaigns with an approach of pushing the creative boundaries while maintaining client objectives & brand standards.

Designed & wireframed websites across mobile-first, accessible platforms.

### BBDO LA - SENIOR DESIGNER (PERMALANCE) | Sept 2021–Aug 2022

Managed & maintained visual brand voice & cohesion across all design touchpoints of business & consumer assets for a Fortune 500 company, including branding, print, digital, social, web, & design systems.

Art Directed various ad campaigns. Coached & mentored teams of designers through project development & performance management.

Pitched & presented engaging creative to clients & upper-level management.

Ideated & built concepts for new business with a focus on balancing strategic development with client business objectives.

### FIN STUDIOS - DESIGNER (PERMALANCE) | Feb 2020–Mar 2021

Handled daily graphic + production design of digital marketing assets for sports & entertainment brands; static & HTML5 banners, social & video assets, custom unit placements, & client presentations.

Engaged in ideation & concept building for new business pitches.

### SITUATION GROUP - DESIGNER | Mar 2018–Jan 2020

Ideated & created fresh, polished visuals in the forms of social content, websites, & marketing campaigns for entertainment clients.

Contributed to kick-offs, client calls, & presentations. Ideated design best practices in conjunction with research and insights.

### SITUATION GROUP - JUNIOR DESIGNER | Oct 2017–Feb 2018

Designed marketing emails, newsletters, & social content for live entertainment & non-profit clients.