

JESSICA RAY

ART DIRECTOR, DESIGNER, & CREATIVE

PROFILE

Please, call me Jess.

My experience in design includes art direction, brand development, illustration, print design, printmaking, photography, photoshoot planning, photo styling and set design, merchandising, and a dabbling in event planning and design.



EDUCATION

Kendall College of Art & Design

December 2010

BFA : Graphic Design

Minor : Photography

PROGRAMS

Adobe CS

Powerpoint

Excel

EXPERTISE

Brand Development

Art Direction

Print Design

Photo Styling

Merchandising

UI Design

Typography

Illustration

Photography

Project Management

PORTFOLIO

heyjessray.com

CONTACT

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EXPERIENCE

SENIOR DESIGNER

Convivial Brands : October 2017 - April 2020

Marketing and promotional pieces for Design Design, Style Life, Tableau, The High Five GR, and sub-brands. Primary responsibilities include catalog design and development, photoshoot planning, tradeshow promotion and signage, retail store signage, print and web advertising, email marketing, website management, social media content, sales materials, and direct mail items.

- + Develop visual identity and brand guidelines for several new companies, upholding brand standards in all marketing materials and supporting brand messaging.
- + Assist in coordinating photoshoots for all brands. Responsibilities include creative direction, location scouting, planning and scheduling, set styling, and ensuring product intent and integrity.
- + Assist merchandising designer in design and development of store displays and plan-o-grams of products for regional and national stores. Also assist with tradeshow planning, including product planning and ordering, visual planning, signage, set-up, and marketing. Occasionally traveling to help with on-site tradeshow set-up.

MANAGER / CREATIVE

The Halfway Restaurant : March 2016 - August 2017

Co-manager of our family restaurant, owned for 20 years. Implemented several successful new ideas and helped to increase the revenue of the business.

- + Introduced several specialty food and beverage items. Working closely with our staff on how to properly prepare those items, as well as training on how to sell.
- + Connected with a local farm group to bring in fresh, local ingredients when possible and running specials with those goods.
- + Solely responsible for design and implementation of all table tents, menu designs, as well as all marketing and sales tools.
- + Managed and improved social media presence.
- + Designed and managed restaurant website
- + Responsibilities also included placing and putting away food orders, managing staff, and stepping in wherever else necessary in the day to day business.

DESIGNER / ART DIRECTOR

Leland International : April 2013 - February 2016

As a brand and internal team leader, worked closely with the brand team to plan product and marketing development.

- + Attended NeoCon annually as a brand representative in Chicago showroom, building relationships with furniture representatives from all over the world. Worked one on one with field representatives in the development of new marketing and training tools.
- + Leader of internal projects in organization, office planning, and customer experiences including those with the brand websites and social media outlets. Other responsibilities included maintaining relationships with press contacts and media outlets to promote both the Leland and FreshCoast brands.

FREELANCE DESIGNER / ART DIRECTOR

Detention Hall Studios : January 2013 - June 2013

Collaborated on a variety of design projects for local clients.

FREELANCE DESIGNER / ART DIRECTOR

The Forest : October 2011 - February 2013

Assisted, designed, and art directed projects spanning print design, illustration, photography, web, and UI for a range of local and national clients.