



Jessie Kuhns

SENIOR VISUAL DESIGNER

 www.jessiepk.com

 jessiepkuhns@gmail.com

 [linkedin.com/in/jessiepk](https://www.linkedin.com/in/jessiepk)

ABOUT

Highly creative visual designer with digital and print experience in brand design, in-house marketing, freelance and agency environments. Passionate about data-backed, accessible and purposeful design practices. Innovative, dedicated, with excellent communication skills.

EDUCATION

UX/UI DESIGN CERTIFICATE
UC Berkeley Bootcamps

BFA IN COMMUNICATION ARTS
Art Academy of Cincinnati

SKILLS

- Branding | Marketing
- Typography | Illustration
- Layouts | Mock-ups
- Icon/Component Creation
- Wireframing | Prototyping
- Style Guides | Design Systems
- GIF Animation | Video Editing
- Constructive Art Direction
- Client Presentations
- Collaboration | Communication

TOOLS

- Adobe Creative Cloud
- Figma
- Canva
- Salesforce Marketing Cloud
- HTML5 & CSS
- WordPress
- Webflow

WORK EXPERIENCE

SENIOR BRAND DESIGNER

Cal Alumni Association | UC Berkeley • Berkeley, CA

SEP 2020 – PRESENT

Brand advocate and lead designer for all in-house marketing, supporting UC Berkeley's nearly half a million alumni. Principle web designer for the organization's website. Mentor to student design assistants and manager of freelance contributors. Design work includes print and digital; web, social media, emails, direct mailers, signage, program materials and brochures.

Brought the organization's website into full compliance with UC Berkeley's strict accessibility requirements and educated staff on digital accessibility essentials.

MARKETING GRAPHIC DESIGNER

Girl Scouts of Northern California • Alameda, CA

JUN 2018 – SEP 2020

Integral part of the in-house marketing department, rapidly developed design solutions in support of 20M cookie program and 30,000 members. Met with stakeholders to determine business needs and deliver high-quality campaigns that align with industry trends. Design work included social media posts and paid ads, website graphics, emails, and printed materials.

Concept and design lead for Fall 2019 Membership Recruitment Campaign, resulting in surpassing the projected growth goal by 32%.

GRAPHIC DESIGNER

YMCA of the East Bay • Berkeley, CA

JUN 2016 – JUN 2018

Managed the marketing ticketing system and fulfilled design requests to support departmental goals and broader campaigns to grow membership of the association. Collaborated with stakeholders to determine marketing strategy. Design work included signage, direct mailers, emails, and website content.

Design lead for January 2018 Membership Campaign resulting in 1,383 new fitness center memberships, 50% more than year prior.

MARKETING COORDINATOR

Opportunity Barks • Philadelphia, PA

JAN 2012 – JUL 2015

Managed social media campaigns with daily strategic postings, Facebook ads and banners. Designed and sent marketing and newsletter emails. Maintained the business website with current content and class schedule.

Project lead for migrating class registration system from phone and email inquiries to web-based platform with cart and checkout.