

# JESSICA CUEVAS

*graphic designer*

WWW.JESSICACUEVAS.COM

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JESSICACUEVAS0506@GMAIL.COM

## SKILLS

- Adobe Creative Suite
- Adobe Lightroom
- Adobe XD
- Figma
- Procreate
- Microsoft Office
- G-Suite
- Google Forms
- Email Marketing (Mailchimp, HubSpot)
- Project Management Platforms (Asana, Jira)
- Web Design (HubSpot, WordPress)

## PERSONAL STRENGTHS

- Communication
- Project Management
- Leadership
- Collaboration
- Love of Learning

## RELEVANT TRAINING & CERTIFICATIONS

- Coursera Certifications
  - › Brand Management: Aligning Business, Brand, and Behavior
  - › Leadership Through Social Influence
  - › Leadership Communication for Maximum Impact: Storytelling
  - › High-Performance Collaboration: Leadership, Teamwork, and Negotiation
- Cvent - Event Professional Certification - SEP 2020
- HubSpot - NOV 2020

## EDUCATION

### Bachelor of Arts

*Concentration in Graphic Design*  
University of St. Francis

## EXPERIENCE

### New Home Star

Creative Manager JAN 2023 - Present

Lead Graphic Designer JAN 2021 - DEC 2022 | Graphic Designer JUL 2019 - DEC 2020

- Lead and project manage the design for company initiatives, including brand design, print collateral (invitations, packaging design, etc.), social media graphics, presentation design, and email graphics
- Lead the design of the New Home Star brand identity, including the creation of brand guidelines and the design of website graphics, marketing graphics, and brand collateral
- Lead the design of New Home Star business development campaigns and events, including packaging design, trade show booth design, web banner ad designs, and various print collateral
- Manage and mentor a team of seven graphic designers
  - › Oversee ongoing internship program
  - › Conduct performance reviews, 1-on-1 meetings, and career development plans
  - › Lead hiring of all designers, and develop designer onboarding process
- Work closely with marketing team leaders to ensure team workload distribution and spearhead the implementation of changes to the team's workflow to improve function and culture
- Facilitate graphic design workshops for professional development
- Plan and present quarterly business plans
- Continuously pursue professional development opportunities to strengthen leadership, design, and brand strategy skills
- Incorporate interest in illustration and handmade design into work

### McGraw-Hill Education

Designer APR 2016 - JUL 2019 | Design Intern SEP 2014 - NOV 2014

- Led and project managed the design for 15+ textbooks per calendar year, including high-quality cover designs, contemporary interior spread designs, and e-book designs
- Worked independently and managed assigned titles
- Coordinated and collaborated with editorial, marketing, and production teams as well as freelance designers, design vendors, and textbook authors
- Responsible for assisting the marketing department with the design of infographics, marketing graphics, and apps
- Prepared print-ready files with high attention to detail

### The Walt Disney Company

Graphic Designer JAN 2016 - APR 2016

Graphic Design Professional Intern JAN 2015 - JAN 2016

- Designed brand systems for enterprise-wide learning content, including print booklets, presentation design, print handouts, and digital training assets
- Created mood boards, storyboards for photo shoots, and participated in ideation workshops
- Collaborated with a team of designers, project managers, and product developers