



# Jessica Wells

Graphic Designer | Illustrator

## SUMMARY

Highly creative with experience in branding, campaigns, web, illustration and copywriting. A positive, driven force with collaborative skills. Performs well in a fast-paced environment while striving for excellence.

## SKILLS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Sketch

Layout Strategy & Concept

Web Design

Traditional & Digital Illustration

Color Correction

Adobe Animate

Storyboarding

2D Animation

Copywriting

Typography

Squarespace

Constant Contact

Product Photography

Packaging

Camera RAW

Bridge

Digital Retouching / Color Correction

Photo Manipulation / Editing

Product Mock-Ups

## EDUCATION

University of Hartford, CT

2014 – 2018

BFA - Illustration / Visual  
Communication & Design

*summa cum laude*

GPA: 3.82

## WORK EXPERIENCE

Anita Goodesign, Charlotte, NC

Graphic Designer & Illustrator | November 2019 - Present

### Graphic Design

- Photography, color correction, and background isolation of product photography for web and All Access monthly book
- Create packaging & advertisements for upcoming collections and events
- Prepping images and exporting files for print & web

### Embroidery Illustration

- Illustrate two embroidery collections per month (20 illustrations total)
- Assist in imagining up ideas for future embroidery collections

### Copywriting

- Copy creator for All Access magazine, which sells products to customers
- Writing detailed embroidery steps for machine embroidery

Painting With A Twist, Indian Trail, NC

Painting Instructor & Artist | January 2019 - Present

- Instruct painting classes for adults & children
- Maintain an energetic and positive demeanor

Boy Scouts of America, Charlotte, NC

Graphic Designer (Contract) | October 2019 - November 2019

- Layout design for product booklet set for production in November
- Page design, page layout, and information organization
- Utilized InDesign Automated Indexing for booklet

CN Jenkins Presbyterian Church, Charlotte, NC

Graphic Designer (Contract) | September 2019 - October 2019

- Layout design for weekly newsletters

HMH Agency, Charlotte, NC

Graphic Designer (Contract) | August 2019

- Designed numerous assets for project with Atrium Health (brochures, production art, concepts, and booth display designs)
- Production art, packaging, and photo re-coloring art for Mercedes-Benz

Alter Imaging, Charlotte, NC

Graphic Designer & In-house Illustrator | January 2019 - August 2019

- Designed numerous marketing assets (infographics, icons for web, brochures, social media campaigns for Novant Health & MED-ED, and illustrations for client brand refresh)
- Managed multiple tasks while meeting deadlines & exceeding client expectations
- Created marketing campaigns for medical client using my illustrations
- Familiarity with copywriting for social media marketing

## INTERESTS



Photography



Writing



Film



Animation