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**Digital Portfolio:**  
[www.jessicadixondesignportfolio.com](http://www.jessicadixondesignportfolio.com)

### Education

BFA in Fine Arts, Temple University, 2001

Highly creative, flexible, and diligent designer with strengths in problem solving, marketing, and production. Deep experience working in the print, digital, and web worlds driving dynamic, audience-centered designs. A passionate team player who thrives when sharing knowledge and receiving feedback. Often described as amiable, diligent, disciplined, and detail oriented.

## Experience

### wemlo & Motto Mortgage (Denver, CO)

Senior Graphic Designer (October 2020 – September 2023)

- Originated, designed and edited all marketing and advertising for wemlo as the brand's lead designer, ensuring alignment with company goals and strategic priorities.
- Designed and produced print and digital materials including but not limited to brochures, flyers, invitations, ads, website graphics and branding, large format marketing (outdoor signage), trade show and event materials, customizable design templates, emails, landing pages and social media deliverables
- Coordinated with outside vendors to execute a diverse range of project types
- Demonstrated an advanced understanding of design software and technology needed to create effective marketing communications
- Worked as a critical thinker, while bringing ideas to the table and managing medium scope projects with minimal direction
- Experienced in art directing and styling photo shoots, creative planning and mock-ups, customizing stock photography and digital art, photo retouching for print and digital marketing and branding
- Coordinated and collaborated as a team player with Art Directors, writers and other marketing team peers, demonstrating a great work ethic, willingness to learn and always having a positive attitude
- Managed and art directed a freelance designer to help with the overflow of projects
- Organized with the ability to prioritize multiple tasks and projects to meet deadlines
- Solved problems with efficiency under strict deadlines and budgets, always delivering multiple options to a project, while being aware of how one marketing communication may impact another

### Current Metrics that Matter

**Ad Revenue Increases-** Responsible for generating nearly \$200,00 in revenue in the last 2 years. In 2022 my ad designs generated a little over \$80,000 in revenue, and as of August 2023, wemlo's revenue nearly doubled to \$120,000, as a direct result of my ad designs, showing a significant revenue increase over time.

**Website Traffic Increases-** Directly impacted wemlo's branding and advertising for driving new and current customers to wemlo.io, which almost doubled (YOY). Users are up by 72% (YOY) and New Users are up by 75% (YOY). The new wemlo blog design, just debuting this August, generated an uptick in viewers by 45%.

**Social Media Gains-** Propelled the wemlo brand's social media presence with scroll-stopping by producing over 200 social posts created for wemlo alone, those deliverables lead to 80,000 engagements, year to date, and giving wemlo a 31% growth in their social media since I started working there.

**Deliverables Created-** Designed well over 600 custom wemlo and Motto branded pieces in the duration of almost 3 years, averaging 4 days per project, surpassing the estimated average working time of 15 days allotted for project completion.

### Quad/Graphics- Client: Schwazze (Denver, CO)

Digital Designer/Graphic Designer (May 2020 – Contract Ended August 2020)

- Devised marketing designs and services, as the brand's lead designer, while responsible for conceptualizing and creating brand-specific marketing collateral
- Developed and designed digital and print advertising collateral, not limited to email blasts, banner ads, social media posts, UX/UI concepts for client's blog, outdoor signage, digital signage, white paper designs and infographics
- Designed and execution of new product packaging including set-up for print production

### Advertising Specialty Institute (Trevose, PA)

Senior Graphic Designer (September 2017 – April 2020)

- Piloted and created content for marketing design services, responsible for brainstorming and creating 200+ brand-specific client campaigns annually
- Developed and designed digital and print advertising collateral, not limited to email blasts, banner ads, social media posts, magazine ads, and client logos
- Researched and executed landing pages to promote digital white-papers, utilizing design best practices to communicate information effectively
- Trained and mentored internal team members to develop design and programming skills while ensuring optimal overall team production
- Art directed photography and managing freelance designers

### Graphic Designer (August 2005 – September 2017)

- Coordinated and created design assets for in-house creative team, including catalog design and page layout, client ads, infographics, email blasts, social media posts and direct mail pieces
- Collaborated and communicated with internal Copy and Coordination teams to facilitate effective workflows and to meet or exceed deadlines
- Executed and implemented online video components to amplify web-based advertising campaigns and drive results
- Retouched and color-corrected stock and client photography to ensure optimal styling and advertising effectiveness

### Conair Corporation – Scunci International Division (Hatboro, PA)

Freelance Designer (June 2009 – December 2011)

- Oversaw and executed various design tasks, including photography retouching, engineering die-cuts, and developing product layouts and custom packaging design
- Illustrated and implemented diagrams, header cards, and product packaging materials for display at trade shows and sales proposals to increase revenue
- Managed and maintained digital files for both print and packaged materials to streamline internal production processes
- Collaborated with internal teams to ensure open communication and efficient workflows

### Jr. Production Artist (October 2004 – September 2005)

- Developed and designed die-cuts, product layouts, functional package design and related promotional materials for sales-focused goals
- Prepared and proofed digital files based on design team concepts for print and packaged materials
- Develops and executes optimized layout and production assets with attention to detail to ensure company standards
- Revises and optimizes digital files for internal video and film use

### Pre-Production and Presentation Designer (December 2001 – October 2004)

- Worked closely with graphic designers and production artists to create hand-cut header cards, packaging and display materials for sales proposals
- Designed and developed presentation boards for displaying seasonal promotions and upcoming trends
- Maintained and supervised digital photography library for departmental records and internal team support
- Collaborated closely with Marketing and Sales departments to organize and produce retail-focused presentations and sales collateral

## Skills

- **Adobe Creative Cloud Suite:** InDesign, Illustrator, Photoshop, Acrobat Pro
- Photo retouching
- Logos, Infographics and Icons
- Interactive White Papers
- Ad Banners
- Packaging and Dielines
- **Microsoft Office Suite:** Word, PowerPoint, Excel
- **Email Client Services:** Pardot, Mailchimp, HubSpot
- **Project Management Software:** RoboHead, JIRA, Basecamp
- Intermediate experience: Dreamweaver, Premiere
- POP and POS Design
- Entry Level UX/UI experience
- iOn interactive

## Awards

- American Graphic Design Award (Fall 2012)
- Golden Key National Honor Society (Member)