



**JESSICA**

VAN WORMER

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## **FREELANCE DESIGNER :: 2012+**

- Full range of creative services including project management, cover design, package design, newsletters, eblasts, large format graphics, editorial, collateral, web design and corporate identity

## **CREATACOR, INC. :: 2014 - 2017**

### **SENIOR DESIGNER**

#### **LEAD DESIGNER SPECIALIZED IN WEB DESIGN, SOCIAL MEDIA & BRAND MARKETING**

- Coordinated and led brainstorming sessions which fostered collaboration across multiple departments for promotional marketing material, special event preparations, web development, and corporate branding
- Increased brand awareness as lead designer in providing top notch design skills and project management for LEGO, the company's number one client with an annual 2+ million dollar budget; focused on all brand marketing for the LEGO Americana Mobile Tour, conceptualized and produced web banners and ads for the LEGO Event website, successfully delivered all 2D aspects for their Toys R' Us retail displays, trade show spaces and experiential projects
- Doubled web traffic through the production of dynamic creative content and copywriting for field related articles, eblasts, social media and company newsletters reaching more than 850 subscribers
- Enhanced and executed award-winning RFPs, interactives and presentations through web developed interfaces which aided in sales advancement and triggered new client base opportunities
- Developed company self-promotional sales events featured in NYC with the development of award-winning campaigns which increased new business and helped network with existing New York based clients
- Formulated, designed and proofed production-ready artwork for large format graphics, vehicles, billboards, environmental displays, retail units, museums, lobbies, events and trade show exhibits
- Planned, communicated and delivered multiple projects daily under extremely tight deadlines

## **CREATACOR, INC. :: 1998 - 2014**

### **GRAPHICS MANAGER FOR BOTH THE GRAPHICS AND GRAPHIC PRODUCTION DEPT.**

#### **SPECIALIZED IN MANAGING DEPARTMENTAL GOALS, BUDGETS AND QUALITY CONTROL**

- Increased efficiency in work-flow, forged communication with multiple departments, mentored direct reports and maintained operations under budget
- Improved and implemented policies and procedures, in addition, to remodeling an internal data system to generate a more productive and valuable directory
- Grew client from a small \$400 bannerstand to a full marketing program with a budget exceeding 50K; projects included full magazine design, brochures, rack cards, packaging, signage, posters, web ads and more
- Boosted vendor pool, introduced new and alternate production methods, maintained quality control, and united the department in their tasks to achieve the most efficient results
- Designed, managed and produced the creative approach that adhered to established brand standards for Fortune 500 clients such as GE, LEGO, Osram Sylvania, Virgin Atlantic and many more
- Regulated, updated and provided weekly status reports to sales and executive teams

## **MILLER FREEMAN :: 1997 - 1998**

### **GRAPHIC DESIGNER**

#### **EDITORIAL LAYOUT ARTIST OF FOUR MAJOR PUBLICATIONS, COLLATERAL AND NEWSLETTERS**

- Complete redesign of Contract Design and Alt. Office Journal publications
- Assisted in the restructuring of Facilities Design and Management publication

## **FASHION INSTITUTE OF TECHNOLOGY**

**BFA :: GRAPHIC DESIGN | AA :: ADVERTISING DESIGN**

## **SKILLS**

**ADOBE CREATIVE SUITE | MUSE | AFTER EFFECTS | HTML/CSS/JAVA | POWERPOINT**

MULTIPLE ADDY AWARD WINNER  
MULTIPLE NORI AWARD WINNER  
PUBLISHED COPYWRITER  
AWARDS: