

# JACKIE PETERSON

Graphic Designer

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757 348 2626

www.jackiepetersondesigns.work

## SKILLS

### DESIGN

Logo Design & Branding,  
Editorial Design, Typography,  
Digital Illustration, Photography

### SOFTWARE

InDesign | Illustrator  
Photoshop | Lightroom

## EDUCATION

### GRAPHIC DESIGN

Bachelor of Arts  
George Mason University

### MINOR IN BUSINESS

Project Management, Marketing,  
Entrepreneurship  
George Mason University



## EXPERIENCE

### Graphic Designer

Jun 2018 - Present

Currently working as a freelance design consultant for a local small business, executing multiple redesign efforts and strengthening the company's brand identity. Introduced a refined design strategy and now responsible for the redesign of the company website, branding materials, digital ads, brochures, proposals, flyers, and extended promotional materials.

### Graphic Designer

Sept 2017 - Apr 2018

Developed artistic concepts for the consistent design of materials including direct mail marketing, digital ads, postcards, newsletters, flyers, and invitations. Assisted in defining a brand identity and determining the design strategy for brochures, newsletters, and website. Collaborated with multiple committees to produce professional quality in-house marketing materials for both print and web applications.

### Graphic Design & Photography Consultant

Nov 2015 - Present

Generated numerous informational graphics, technical illustrations and master layout designs to be integrated into multi-million dollar contract proposals submitted to the Department of Defense. Coordinated and executed multiple on-site photo shoots, effectively expanding the company's imagery collection and reducing the dependence on costly stock imagery.

### Design & Production Associate | Client Representative

Nov 2015 - Feb 2016

Consulted clients on various digital printing services and marketing materials. Coordinated design and digital press productions ensuring finished project quality exceeding client expectations. Evaluated customer needs and coordinated with vendors for unique, cost-effective solutions. Executed complex projects utilizing in-house digital printing press.