

# JESSICA SMOLINSKI

hello@jessicasmolinski.com

+1 (402) 214-1246

## Mission

My mission is to create lasting meaningful connections between brands and their audience with a sense of empathy, integrity, and accessibility.

## Work History

AUGUST 2018 - PRESENT

### Zendrive - Senior Brand Designer - San Francisco, CA

Lead creative efforts for marketing communications – in addition to refining brand definition and development for the company, including the look and feel, messaging, and general identity. In my time with Zendrive, a subsidiary service Fairmatic Insurance was launched. I lead design and branding efforts including web/mobile, environmental design, and overall brand identity. Assisted in growth of the design team from myself to 3 designers, of which I oversaw under Product and Marketing.

JANUARY 2017 - AUGUST 2018

### One Night Brands - Brand Designer - Omaha, NE

Co-owned and operated One Night Brands as an independent designer. Our focus was quick turnaround brand strategy, design collateral, illustration, and web design. We worked closely with clients to find the best design solutions for their needs - without the hassle of a full service agency.

NOVEMBER 2016 - FEBRUARY 2018

### Client Resources, Inc. - Product Designer - Omaha, NE

Collaborated with the marketing team to build and maintain brand standards and marketing collateral. Enhanced fan engagement for athletic programs through the FanX white-label app. Worked in tandem with the lead product manager and engineering team to plan and QA all aspects of user experience on the app and web portal. Designed and maintained product assets, concepted new features, and wrote specs for dev hand-off.

## Skills

### Professional

Art Direction  
Brand Development  
Marketing Collateral  
Illustration  
Digital Design  
Responsive Design  
User Research  
Stakeholder Reviews  
Documentation  
Mentorship  
Diversity & Inclusion

### Technical

Illustrator  
Photoshop  
inDesign  
After Effects  
Sketch  
Figma  
Abstract  
Zeplin  
Google Suite  
Basic HTML/CSS

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OCTOBER 2014 - NOVEMBER 2016

### Walmart eCommerce - Brand Designer - Omaha, NE

Responsible for brand guidelines, marketing collateral, campaign planning, and digital portals for internal and external use at Hayneedle.com. Worked with photographers at the in-house photo studio to curate interior design sets that showcased our products. Did extensive research and cross functional planning for each seasonal campaign. Worked closely with the copy, marketing and UX/UI team. Mentored the design intern and production designer. Defined brand guidelines for merger with Jet.com, then the merger with Walmart eCommerce.

SUMMER 2014

### Mutual of Omaha - Visual Design Intern - Omaha, NE

Worked closely with marketing on branding for the Wild Kingdom Youtube series and accompanying brand assets. Assisted with the planning stages for the branding of Zoofari '15 with the top zoo in the country - The Henry Doorly Zoo. Owned the social media portion of the company rebrand while coordinating with the UX/UI team for brand consistency between web and print.

JUNE 2013 - OCTOBER 2013

### 83 Design Collective - Digital Design Intern - Omaha, NE

Hands-on client design for print and web. Responsibilities included design deliverables, client meetings, generating new leads, and maintaining relationships.

## Hobbies

House Music  
Dancing  
Gardening  
Community  
Activism  
Illustration  
Baking

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## Education

### CC College of Art and Design - Omaha, NE

Bachelor of Fine Arts in Graphic Design

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## Honors

One Night Brands - Bronze AIGA Show Award

Mutual of Omaha - Bronze AIGA Show Award