

Jess Smolinski

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Mission

Multidisciplinary Designer with a decade of industry experience, designing in-house and freelance for a range of businesses. My mission is to create lasting and meaningful connections between brands and their audience with a sense of empathy, integrity and accessibility.

Work History

Freelance Designer

Self Employed | May 2022 - Present

Offering flexible and customized design solutions to a range of clients, helping to achieve their creative goals and stand out in their industry. Serving clients such as Eat Real, Knave of Cups, Revel Roots Farm, Palace of Trash, The Monster Show, and Cool Shit Cool People.

Senior Brand Designer

Zillow | May 2020 - April 2022

Developed and executed innovative creative campaigns from concept to delivery, working alongside copywriters, producers, project managers and the accounts team. Orchestrated Zillow's launch on TikTok with the lowest CPM of any other promoted social content (half of the average). Shaped the look and feel of the new Zillow brand (unreleased) across type, color, photo and illustration. Proposed high-impact marketing and brand initiatives to senior stakeholders as a core part of my job.

Design Lead

Zendrive | August 2018 - March 2020

Refined the brand identity, messaging and look and feel to define Zendrive's company image. Spearheaded launch of subsidiary service Fairmatic Insurance, leading design and brand efforts such as web and mobile design, environmental design, and overall identity. Led B2B SaaS initiatives, working close with high value partners such as Verizon. Grew design team from one to three members, overseeing designers under Product and Marketing teams.

Skills

Professional

Art Direction
Brand Design
Brand Strategy
Design Systems
Digital/Print Design
Typography
Illustration
Social Media
Motion
Storyboards
Research
Documentation
Consultant Liaison
Mentorship
DE&I

Technical

Figma
Illustrator
Photoshop
InDesign
After Effects
Lightroom
Sketch
Google Suite
Basic HTML/CSS

Work History Cont.

Owner & Designer

One Night Brands | January 2017 – August 2018

Co-owned and operated One Night Brands, a quick turnaround brand strategy and design service agency. Drove design projects from concept to completion, acting as a lead designer, brand strategist and project manager for small businesses, nonprofits and individuals. Actively developed and negotiated proposals and contracts with clients, presenting project briefs including cost estimations and timelines.

Digital Designer

Client Resources Inc. | November 2016 – February 2018

Developed and maintained design systems, product assets, new features, and documentation for FanX white-label app. Contributed to the establishment of company-wide marketing and branding standards. Facilitated communication between lead product manager and engineering team for successful completion of projects.

Brand Designer

Walmart eCommerce | October 2014 – November 2016

Acted as an integral part of the marketing design team in updating brand guidelines, digital and print marketing collateral, and planning for large scale seasonal campaigns. Collaborated with photographers at the in-house photo studio to curate photoshoots that showcased products. Helped arrange sets and provide art direction on-set. Mentored the design intern and production designer.

Visual Design Intern

Mutual of Omaha | Summer 2014

Crafted a distinctive brand for Wild Kingdom Youtube channel, provided art direction for the Zoofari 2014 donor event at the #1 Zoo in the country – Henry Doorly and I led the social media design and art direction for the brand redesign.

Education

Creative Center College of Art and Design

Omaha, NE | 3.9 GPA

Bachelor of Fine Arts in Graphic Design

Honors

Zillow

What Moved Us

Webby and IHAF

One Night Brands

Appleseed Poster

Bronze AIGA Show

Mutual of Omaha

Brand Refresh

Bronze AIGA Show

Interests

Music

Dance

Modern Art

Gardening

Community

Sustainability

Reading

Painting

Performance

Skating

Baking

Links

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