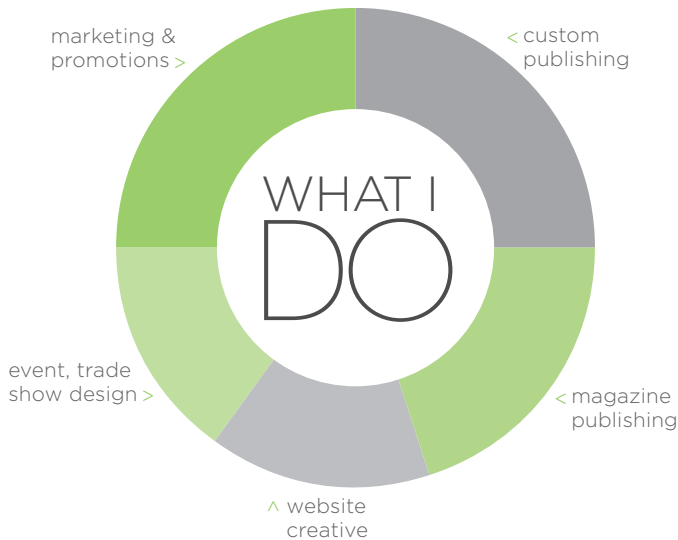


JESSICA ROBBINS

www.jrobbinsdesign.com



{ 8 + YEARS }
EXPERIENCE

PROFICIENCY

Adobe Creative Suite | MS Office
MAC OS | PC

EDUCATION

NOBLE DESKTOP

HTML E-mail, Dreamweaver
eMagazines with InDesign

SCHOOL OF VISUAL ARTS

Type & Design
Intermediate Graphic Design

SUNY AT BUFFALO

Communication Design. BFA

CONTACT

716.432.0728 | NEW YORK, NY
JessicaLRobbins@gmail.com

WORK EXPERIENCE

HEARST CORP | 2018 - 2019

Freelance Art Director, *COSMO/Women's Health/Seventeen*

- marketing & promotions design
- event collateral, email design, presentation and digital design

COHEN'S FASHION OPTICAL | 2018

Freelance Designer

- marketing & promotions: corporate and various NYC storefronts
- counter cards, e-mail, banners, direct mail, social media
- worked on design pitch for company rebrand: style guides, logos

WENNER MEDIA | 2016 - 2017

Designer, *Us Weekly*

- marketing & promotions
- digital design, consumer collateral, event collateral

NORTHSTAR TRAVEL MEDIA | 2012 - 2017

Freelance Art Director

- custom publishing, design & production
- art directed/designed advertorials, white papers, infographics
- lead design & production for USTOA, managed K4 workflow

TIME INC. | 2016

Freelance Designer, *Real Simple*

- marketing & promotions, design materials for sales team

CONDÉ NAST | 2015

Designer, *SELF*

- advertising, event collateral (print, digital)
- marketing & promotions before and after event
- web design, social media, e-mail marketing

VICTORIA'S SECRET | 2014 - 2015

Designer

- layout & production of Victoria's Secret Direct
- project management for catalogs assigned

ROSEN PUBLISHING | 2014

Graphic Designer

- banner ads, e-mail marketing, trade show design

SOCIAL LIFE | 2013

Deputy Art Director

- design/layout of all aspects for *Social Life*
- managed all art and workflow
- liased with writers for timely production

WENNER MEDIA | 2012

Freelance Digital Art Production Associate

- built and ensured iPad page inter-activity for *Us Weekly*
- managed K4 workflow and folios in Adobe DPS

QUESTEX MEDIA | 2006 - 2012

Associate Art Director (2009 - 2012)

Designer (2006 - 2009)

- responsible for in-house art department
- designed, managed all aspects of *American Salon*, *SalonCentric*, *American Beauty*
- worked with new systems team to improve inefficiencies
- photo shoot art direction
- reviewed, approved, and reworked all art

POSITIVE PUBLICATIONS | 2005 - 2006

Graphic Designer

- designed all aspects of *US Industry Today & FDQ*
- responsible for pre-press, production