

JESSICA ROBBINS

www.jrobbinsdesign.com

WORK EXPERIENCE

MANUSETO VENTURES

Senior Art Director (2023 - present)

Art Director (2019 - 2023)

- Manage cross-departmental print & digital workflow for both Inc. + Fast Company magazines, as well as Mansueto Ventures corporate.
- Manage internal & external team members, reviewing team member's work before client review.
- Concept, design and develop branded & cobranded marketing and event collateral/assets.
- UI/UX for branded events as well as both publications' paywall.
- Establish design/style guidelines and standards. Work to refine design team's processes to ensure efficiency and transparency.
- Collaborate with stakeholders as a creative/strategic partner, sharing creative best practices, making informed recommendations to come up with solutions.

HEARST CORP | 2018 - 2019

Art Director, COSMO/Women's Health/Seventeen

- Marketing & Promotions design for the Young Womens' Group (COSMO, Women's Health, Seventeen).
- Concepted/developed branded and cobranded assets, marketing and event collateral, email design, presentation and digital design.

COHEN'S FASHION OPTICAL | 2018

Art Director, Freelance

- Designed promotional collateral for corporate, as well as NYC storefronts.
- Created marketing/promotions assets: counter cards, social media, e-mail, banners, direct mail
- Collaborated on design pitch for company rebrand: style guides, logos

WENNER MEDIA | 2016 - 2017

Designer, Us Weekly

- Designer for the promo/marketing side of US Weekly magazine.
- Produced live digital custom design solutions, consumer collateral and event collateral.
- Created digital and print collateral, as well as mock ups to support sales/marketing teams.

NORTHSTAR TRAVEL MEDIA | 2014 - 2017

Art Director, Freelance

- Art directed and designed custom publications/advertorials, white papers, infographics and other marketing design materials for Business Travel News and Travel Weekly on an as needed basis.
- Lead design & production for USTOA, managed K4 workflow

TIME INC. | 2016

Designer, Real Simple, Contract

- Designed promo/marketing materials for Real Simple magazine, during Art Director leave.
- Designed custom content/luxury pieces.

CONDÉ NAST | 2015

Designer, SELF, Full-time Freelance

- Designed and delivered advertising & marketing/promotions for SELF magazine, including: advertorials, direct mail, banner ads, e-mail, large scale/format event collateral (wayfinding, swag, signage).
- Worked with outside vendors to ensure a consistent/well-produced product.

CONTACT

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PROFICIENCY

Adobe Creative Suite | Figma
MS Office | MAC OS

ART DIRECTOR

MANAGER

CUSTOM CONTENT

UI/UX

MARKETING & PROMOTIONS

EVENTS

PRODUCTION

PHOTOSHOOT ART DIRECTION

14+
YEARS
EXPERIENCE

EDUCATION

SCHOOL OF VISUAL ARTS

Type & Design
Intermediate Graphic Design

SUNY AT BUFFALO

Communication Design. BFA

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WORK EXPERIENCE CONT'D

VICTORIA'S SECRET | 2014 - 2015

Designer, Victoria's Secret Direct, Full-time Freelance

- Project management for catalogs: ensured consistent, press-ready books on tight deadlines.

SOCIAL LIFE | 2013

Deputy Art Director, Contract

- Designed all aspects of the book Social Life magazine.
- Lead in-house art department: reviewed/approved, all art.
- Managed editorial workflow
- Additional responsibilities included: template re-design/maintenance.

NORTHSTAR TRAVEL MEDIA | 2012 - 2013

Art Director, Contract

- Custom publishing for Travel Weekly and Business Travel News: custom publications/advertorials, white papers.
- Additional responsibilities included: image research, pre-press approvals and template redesign/maintenance for USTOA.

WENNER MEDIA | 2012 - 2013

Designer, Us Weekly, Freelance

- Production of Us Weekly digital edition: build and ensure tablet device interactivity, manage K4 workflow and folios in DPS.

QUESTEX MEDIA | 2006 - 2012

Associate Art Director (2009 - 2012)

Designer (2006 - 2009)

- Lead in-house art department.
- Designed all aspects of the books American Salon, American Beauty and SalonCentric including FOB, BOB and features.
- Photo shoot art direction; reviewed/approved/reworked all art.
- Managed product workflow and worked with new systems team to improve inefficiencies.

POSITIVE PUBLICATIONS | 2005 - 2006

Graphic Designer

- Designed all aspects of US Industry Today and FDQ(Food&Drink Quarterly).
- Designed/produced clients ads for both publications.
- Responsible for pre-press/production for both publications.

PULSE COMMUNICATIONS | 2004

Graphic/Production Designer

- Created ads and page layouts for two weekly newspapers.

PROFICIENCY

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