

JESS MATTHEWS

Graphic Designer



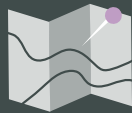
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Pittsburgh,
Pennsylvania

Hobbies:

Avid Puzzler

Bingo Enthusiast

Axe-Throwing Amateur

Thrifting Addict

Lead Singer
in a Local Band

Education

BFA APPLIED MEDIA ARTS | GRAPHIC DESIGN

Edinboro University of Pennsylvania

Experience

GRAPHIC DESIGNER

4moms | 2017 - 2024

- Ideated and executed all aspects of creative marketing, which included creating graphics for sales, campaigns, and product launches. Then implemented assets across multiple digital platforms such as email, ads, website, and social media.
- Assisted in multiple photo/video shoots from moodboards to production, producing standard product shots as well as creative campaign videos.
- Designed in-store merchandising assets for multiple retailers, tailoring to each specific display scenario.
- Supported the process of a full re-branding and its successful execution across platforms.
- Edited photos for retail use by retouching, resizing, changing colors, removing backgrounds, and making UGC content appear cohesive.
- Created new product manuals from start to finish: Learned product functionality to streamline and effectively illustrate step-by-step use instructions, gathered feedback across departments, adhered to all required standards for necessary warnings, and coordinated with translators to implement multiple languages for both domestic and international distribution.
- Chose new colors and created patterns for soft goods based on interior design trends and consumer demands.
- Redesigned core product and accessory packaging to comply with cost-saving initiatives.
- Collaborated with the product development team to create and update all on-product warnings according to required safety standards.
- Set up new project management software to optimize workflow between departments.

FREELANCE

2012 - 2025

Provided clients designs for:

- Logos and branding
- Sports banners, T-shirts, and CD cases
- Menus and brochures
- Event signage and invitations

SUMMER HELP

Matthews Bronze International | 2012 - 2015

- Assisted in multiple departments including Graphics, Order Entry, and Warehouse.
- Edited and refined vector graphics and text to use for production, and helped implement processes to reduce the amount of time required for tasks.