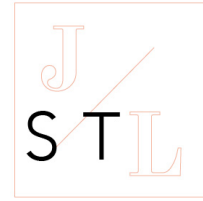*graphic designer* ———————— *photographer*

JESSICA LUNDQUIST

CONNECT

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BOSTON, MA

(508) 496 8296

JESSALUNDQUIST

JESSICA LUNDQUIST

EDUCATION

BACHELOR OF SCIENCE
Graphics, Multimedia, & Web Design
New England Institute of Technology
Academic Distinctions: 3.8 GPA,
Dean's List, Best in Tech Award

SKILLS

Adobe Creative Suite
Figma
Photography & Art Direction
Photo Editing
Social Media Marketing
Basic HTML/CSS
UI/UX Design
Google Suite

EXPERIENCE

SENIOR GRAPHIC DESIGNER (Wanderlab) Jul. 2023 - Present

SENIOR DIGITAL DESIGNER (Hospitality Solutions)
Sept. 2022 - Jul. 2023

Tripadvisor - Remote

- Interface and articulate projects with marketing managers, product managers, stakeholders and production partners to integrate creative design solutions into new marketing materials. Including web design, email templates, banners, presentation decks, product illustrations, omni-channel content, etc.

- Manage multiple projects of moderate scope across the product lifecycle, setting the vision for the user experience, and clearly explaining the strategic purpose and user value behind decisions.

- Follow and advocate for the design system, with the flexibility to push it further.

- Ensure designs and user interfaces deliver core brand strategy and vision.

- Work with the B2B teams to gather complete understanding of campaign requirements to execute on design deliverables.

SENIOR DIGITAL DESIGNER, Aug. 2022 - Sept. 2022
DIGITAL DESIGNER, Jan. 2020 - Aug. 2022

Keds (Wolverine Worldwide Inc.) - Waltham, MA

- Lead the design of compelling consumer-facing web content that meets brand goals and business objectives for Keds, PRO-Keds and Grasshoppers.

- Design all cross-channel marketing creative for Keds, PRO-Keds and Grasshoppers, including emails, social prospecting, display re-marketing, affiliate marketing, and direct mail campaigns.

- Define design templates that leverage channel best practices, A/B testing results, and the evolution of brand standards.

- Assist Art Director with product and lifestyle photoshoots, from pre-production concepting through assistance in directing on set to ensure assets meet eCommerce needs and standards.

- In collaboration with brand partners, deliver digital-first collection toolkits for global partner usage to ensure cohesive brand exposure in the marketplace.

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EXPERIENCE

GRAPHIC DESIGNER, Mar. 2018 - Jan. 2020
ASSOCIATE GRAPHIC DESIGNER, Dec. 2015 - Mar. 2018

Wayfair (Birch Lane - Lifestyle Brands) - Boston, MA

- Applied data analytics and consumer insights to evolve brand look and feel while driving improved business performance.

- Developed and presented seasonal direction to general manager and marketing executives.

- Led brainstorms and collaborated with cross-functional channel leads to align on new creative initiatives based on business goals for each quarter.

- Managed interns, mentored peer designers, and onboarded new team members.

- Generated web-friendly site assets that encourage desired customer behavior and drove gross revenue.

- Designed engaging, mobile-friendly emails to drive site traffic.

- Created web advertisements and organic social posts to increase brand recognition and drive engagement.

- Designed direct mail pieces such as shared mail inserts, postcards, and catalogs.

JUNIOR DESIGNER, Mar. 2014 - Jun. 2016

BEO Studios - Providence, RI

- Created diverse client projects from print campaigns, such as magazine ads, brochures, and trade show banners to digital creative, such as social media artwork and website design.

- Collaborated within a team to create successful branding and marketing packages that best suited the clients unique needs.

- Attended client meetings to discuss their business goals and conceptualize solutions and ideas.

- Assisted on production of photo and video shoots from lighting set up and gathering footage to post-production editing.