

# Jessica Gersky

Multidisciplinary Designer

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Jessgersky.com

## Experience

APRIL 2018 - PRESENT

**TRUiC, Ann Arbor** - *Senior Designer*

- Contribute to branding, design standards, systems and processes and documentation.
- Collaborate with other designers, project managers, developers and stakeholders.
- Perform as the creative lead on StateRequirement.com
  - Provide guidelines to freelancers for character creation and web development.
- Perform a competitive analysis at the start of every project.
- Design wireframes, mockups and prototypes before passing them to developers with clearly organized specs.
- Adhere to web accessibility guidelines.
- Perform several rounds of QA to ensure that project objectives are met.
- Perform usability testing when possible and provide flexibility in designs for future iterations.
- Design compelling graphics to be used for our websites, and social media.
- Design thumbnails for YouTube and perform A/B testing.
- Access the company's CMS to make changes to content and switch out images when needed.
- Train and mentor junior designers.

JUNE 2017 - MARCH 2020

**Factory Two, Flint, Michigan** - *Instructor*

- Instruct students in Inkscape, Laser Cutting, Vcarve and the Shopbot
- Create and modify SOPs (standard operating procedures) for classes I taught and others.

AUGUST 2015 - APRIL 2018

**Jessica Edmonds Design, Flint, Michigan** - *Owner*

- Design, laser cut and prepare bags and jewelry
- Market and sell via word of mouth, internet and small consignment shops

## Technical Skills

- Adobe Suite: Illustrator, Photoshop, Lightroom
- Figma
- Sketch

- Microsoft Office
- Google Office
- Canva
- Blender (foundational knowledge)

## **Education**

AUGUST 2012 - JUNE 2015

**Portland Community College, Portland, Oregon** - *Associates of Applied Science for Graphic Design*

### **Awards and Affiliations**

#### **Instructor of the Year Award 2019, Factory Two**

“In Recognition of Your Patience and Fortitude. Your Help and Encouragement Make a World of Difference.”

#### **Factory Two Advisory Committee**

Committee Member | Oct. 2016 - 2018

#### **Art at the Market**

Member | Oct. 2016 - Dec. 2017

## **References**

Available upon request