

JACKIE PETERSON

Graphic Designer

peterson.jackiem@gmail.com

757 348 2626

www.jackiepetersondesigns.work

SKILLS

DESIGN

Logo Design & Branding,
Editorial Design, Typography,
Digital Illustration, Photography

SOFTWARE

InDesign | Illustrator
Photoshop | After Effects

EDUCATION

GRAPHIC DESIGN

Bachelor of Arts
George Mason University

MINOR IN BUSINESS

Project Management, Marketing,
Entrepreneurship
George Mason University



EXPERIENCE

Graphic Designer

[Anthem Medicaid Marketing and Member Communications](#) | Nov 2018 - Present

Responsible for designing various marketing materials including fliers, posters, outdoor signage, booklets, and video campaigns. Redesigned and rebranded several large scale print pieces according to specific brand standards and market requests, while collaborating with team members to create modern and effective designs. Utilized various strategies and programs to reiterate designs across several mediums and towards varying audiences.

Graphic Designer

[The Ascendancy Group](#) | Jun 2018 - Present

Served as graphic designer and subject matter expert for a local small business in support of Special Operations Forces training and service solutions. Executed multiple redesign efforts towards strengthening the company's brand identity. Introduced a refined design strategy across all company materials, headed the redesign of the company website, branding materials, digital ads, brochures, proposals, fliers, technical graphics, training materials, and extended promotional materials.

Graphic Designer

[Chef Sholom Temple](#) | Sept 2017 - Apr 2018

Developed artistic concepts for the consistent design of materials including direct mail marketing, digital ads, postcards, newsletters, fliers, and invitations. Assisted in defining a brand identity and determining the design strategy for brochures, newsletters, and website. Collaborated with multiple committees to produce professional quality in-house marketing materials for both print and web applications.

Graphic Design & Photography Consultant

[Global Technology Solutions](#) | Nov 2015 - Present

Generated numerous informational graphics, technical illustrations and master layout designs to be integrated into multi-million dollar contract proposals submitted to the Department of Defense. Coordinated and executed multiple on-site photo shoots, effectively expanding the company's imagery collection and reducing the dependence on costly stock imagery.