



JESS LYNCH

DIRECTOR & GRAPHIC DESIGNER

Experienced senior level Graphic Designer seeking an Art Director position to utilize 17 years of creativity, industry knowledge, and expertise in design to enhance brand identity and deliver impactful visual solutions for a progressive organization. Committed to collaborating effectively, managing a team to achieve strategic goals.

EXPERIENCE

2022 - PRESENT / GRAPHIC DESIGNER / COLOR STREET

Lead all packaging for existing and new categories; develop standards and procedures for design direction and mechanicals, pre-press, proofing, mock ups. Reinvented a suite of existing text-heavy materials, allowing a newly established aesthetic to elevate the look, legibility and engagement. Design and choose photo selects for an exclusive monthly piece printed, distributed to 30,000+ subscribers.

2021 - 2022 / GRAPHIC DESIGNER / ARROW FASTENER

Brought onto the team to own the package design for launching multiple categories in European market. Designed several virtual and interactive tradeshow booths, while companies were operating 100% remotely. Created static and dynamic digital assets promoting product categories and internal events.

2015 - 2020 / LEAD GRAPHIC DESIGNER / FOODWARE GROUP

Created an extremely diverse amount of printed, digital, environmental, brand, and packaging materials for hundreds of products within different categories from inception to fruition. Lead the design direction and created all print and packaging materials for several new product lines.

2015 - 2011 / SENIOR GRAPHIC DESIGNER / W & E BAUM

Created custom environmental displays noting levels of giving and donor recognition for 100+ clients; responsible for overseeing production and fabrication ensuring 3D expectations follow digital design and brief. Oversaw the design department with production and sourcing of materials, digital content creation, social platforms, media management. Responsible for designing print catalogs and brochures.

Notable clients: NYPD, Fox Chase Cancer Center, Carroll Hospital Center, and LIM College, Suburban Hospital.

2009 - 2010 / JUNIOR GRAPHIC DESIGNER / MORGAN HOME FASHIONS

Assisted Sr. Graphic Designer in packaging design, production, and communicating with overseas vendors. Using NedGraphics to digitally map patterns onto product bedding and bath shots, for seasonal and new collections.

2007 - 2009 / GRAPHIC DESIGNER / SIX FLAGS GREAT ADVENTURE

Single in-house designer in NJ based location focused on print and promotional materials. Created flyers for seasonal concerts, billboards for promotions, and various marketing materials.

EDUCATION

BACHELOR OF FINE ARTS WITH A SPECIALIZATION IN GRAPHIC DESIGN

2005 - 2009 / Monmouth University, NJ
Magna cum laude

SPECIALIZATION IN USER INTERFACE & USER EXPERIENCE DESIGN

2020 / California Institute of the Arts, CA

For 17 years, I've lead by example regardless of experience. It's taught me to be a self-starter and keeps me a lifelong learner. I design delicately with technical precision, and an artistic sensibility for color, typography and composition to tell the story. I'm a design expert, and lover of the arts. My love for color comes from exploring different fine art mediums, and I'm passionate about what I create, no matter what it is.

jlynchstudio.com

TECHNICAL SKILLS

- Print Design
- Branding + Logo Design
- Package Design
- Mechanicals
- Production + Pre-Press
- 2D + 3D Mockups
- Presentation
- Design Direction
- Tradeshow Signage
- Photo Retouching
- Video Editing
- Typography
- Color Theory
- Craftmanship

SOFT SKILLS

- Interpersonal
- Organized
- Team player
- Proactive
- Adaptability
- Craftmanship
- Time management
- Solution-oriented
- Project management
- Vendor communication

PROGRAMS

- MAC / PC
- Adobe Creative Suite
- Adobe Acrobat
- Microsoft Office
- Corel Draw
- Word Press
- Benchmark
- Video Pad
- Jira / ClickUp / Trello / Slack