# Jess Thompson

#### Graphic Designer

Profile: M Email





Phone



Portfolio



Education



Instagram

Skills

☆ Photoshop

☆ InDesign

☆ Photo Retouching

## Experience:

# Jessica Amy Designs

#### Freelance Graphic Designer

· Design and deliver visuals for monthly emails adhering to the new brand guidelines.

Supporting new product launches, promotions and haircare guidance

- · Assisting with artwork for the P&R website and formatting for desktop, mobile and tablet
- Produce external work for P&R's stockists; QVC, M&S, WH Smith, LizLoves and Sephora.

With lightboxes, endcaps, shelf talkers, magazine inserts, in-store video ads, e-mailers and web assets

- · Create animated reels, grid posts and story videos to be used for paid affiliates and organic social
- · Retouch, resize and provide high quality imagery to be used across PDP's, landing pages, emails and social

#### People Tree

#### Senior Graphic Designer

- Designed and scheduled emails targeted to the UK and international audiences with Seguno and Emarsys platforms
- · Concept and design of organic and paid social media ads
- Maintained the visuals of the UK and EU website platforms using basic HTML and Shopify Plus
- · Produced social media campaigns to promote new collections, collaborations or exclusive offers
- · Created campaigns for collaboration projects and worked closely with external brands, such as BBC Earth, V&A Museum, and Moomin
- · Educated consumers through campaigns about the impact of the fashion industry; by informing them about the effects of the environment, the work the artisans do with traditional skills and showing clarity with all aspects of garment design from concept to final creation

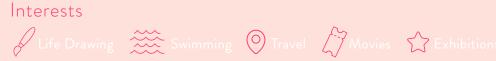
- · Spotlighted the brands certifications such as GOTS, WFTO, Fairtrade, Soil Association, Peta-approved Vegan and Tencel Lyocell
- · Raising awareness of national campaign days through social media and mailers such as WFTO day, Fairtrade Fortnight, International Women's Day, International Day of Peace, Organic September, Fashion Revolution Week, I Love Linen campaign and Earth Day
- Supported events such as tradeshows and sample sales with printed lookbooks, posters and business cards using responsibly sourced materials

#### Little Mistress Digital Designer

- Designed content for the Little Mistress, Girls on Film and Paper Dolls brands
- · Worked closely with the marketing and copywriting team by creating artwork for weekly mailers
- · Maintained the aesthetics of the website by updating the homepage, pop up forms and landing pages
- · Supported external wholesale clients such as the Debenhams stores in the UK and Middle East with artwork for window displays, instore signage/POS and light boxes
- · Created printed advertisements by showcasing the brand via the London underground and motorway billboards and through magazine ads
- · Made content to support competitions, new brand launches and celebrity collaborations across social media platforms
- · Spotlighted new brands that launched on the website with artwork for Warehouse, Oasis, Linzi's Footwear and Rock n Roll Bride
- · Assisted the internal wholesale team with monthly lookbooks and tradeshow POS

### MissPap Junior Graphic Designer

- · Adapted to a fast-paced environment and worked on multiple tasks by creating daily web banners and emailers to go alongside promotions and new product launches
- · Improved sales growth through designs for; Instagram and Snapchat campaigns, GIFs, blogger takeovers and paid Facebook ads
- · Created Geofilters for Snapchat events such as Coachella (April 2017)
- · Worked on artwork for numerous celebrity and influencer collaborations launches such as Ferne McCann, Megan Mckenna and Olivia Buckland
- Assisted on the launch of MissPap's concession at Topshop Liverpool One (June 2018), designing assets for print; vinyl wall stickers, POS poster stands and swing tags
- · Designed printed assets for PR and collection launches; step and repeat boards, posters, business cards, menus, lookbooks and invitations
- · Attributed to high target sales through seasonal campaigns such as the Boxing Day sales and Black Friday campaigns
- · Researched competitor markets, typography, graphic design layouts and trends











Referees