

Jess Thompson

Graphic Designer

Profile:



Email

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Portfolio

jessicaamydesigns.com



Education

2011 - 2015
University of Central Lancashire
Bachelor of Arts in
Fashion Promotion with Sandwich

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Instagram

@jessicaamydesigns

Skills

- ☆ Photoshop
- ☆ Illustrator
- ☆ InDesign
- ☆ After Effects
- ☆ Photo Retouching
- ☆ Canva

Experience:

Clients & Internships: Percy & Reed, Lola May, Skinnydip, N.O.S Clothing, Mary & Milly, Nothing But Snacks

Jessica Amy Designs

Freelance Graphic Designer

Apr 23 - present

Passionate Graphic Designer with ten years' experience working in the fashion and beauty industry. Currently freelancing for the British haircare brand Percy & Reed.

- 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

Jul 19 - Mar 23

People Tree is a Fair Trade and slow fashion womenswear brand.

- 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 tradeshow and sample sales with printed lookbooks, posters and business cards using responsibly sourced materials

Little Mistress Digital Designer

Aug 18 - Apr 19

Little Mistress is a women's occasionwear brand based in London.

- 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

Nov 16 - Aug 18

MissPap is a fast fashion clothing brand, collaborating with blogger influencers and celebrities.

- 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

Interests



Life Drawing



Swimming



Travel



Movies



Exhibitions

Referees

Available on request