



+90 534 647 22 43

JESSICALHOWE.COM

HOWEJES1@GMAIL.COM



**OVER 12 YEARS OF
EXPERIENCE IN GRAPHIC
DESIGN, MOTION GRAPHICS
& WEB DEVELOPMENT.
EXTENSIVE EXPERIENCE IN
SOCIAL MEDIA DESIGN &
ANIMATION WITHIN HEALTH &
HUMAN SERVICES FIELDS.**



SKILLS

Illustrator, InDesign, After Effects, Photoshop, Dreamweaver, HTML, CSS, social media, Adobe Creative Cloud teams administration, digital asset management, stock photography

EDUCATION

University for the Creative Arts; London
Master of Arts, Design
2021-2022

Michigan State University; USA
American University of Rome; Italy
Bachelor of Arts, Advertising
Public Relations Specialization
2006-2009

EXPERIENCE

MULTIMEDIA EXPERT

06.2020 – PRESENT

The United Nations Population Fund (UNFPA) // Istanbul, Turkey

- Serve as expert resource for all multimedia projects, including animation, video, graphic design, branding, web development, and social media.
- Continue all responsibilities from Design Specialist role (below).

DESIGN SPECIALIST, SOCIAL MEDIA

08.2018 – 06.2020

The United Nations Population Fund (UNFPA) // Istanbul, Turkey

- Conceptualized, designed, animated and executed social media marketing campaigns carried across multiple channels.
- Directed creative development and visual identity of all other marketing initiatives from regional office, both by designing myself in-house and by providing strategic consultancy to internal and external designers, copywriters, photographers, animators and illustrators.
- Facilitated client meetings and conceptualization sessions to brainstorm campaign strategies. Advised clients on design style, recommended formats, production requirements and timelines. Pitched and defended team's creative work.
- Improved productivity across internal teams and 17 country offices by establishing design and media procedural guidelines, including standards for effective file management, job routing systems, and efficient workflow.
- Developed position for, hired, and managed Digital Asset Management interns. Focus was to develop asset management systems for photography/videography for implementation across 17 country offices.
- Spearheaded multiple branding projects, including logo development and corporate branding guidelines. Collaborated with internal stakeholders, copywriters, UX and production teams to deliver websites and landing pages.

MULTIMEDIA DEVELOPER II

06.2017 – 08.2018

Blue Cross and Blue Shield of IL, MT, NM, OK, & TX // Chicago, Illinois, USA

- Designed and developed responsive emails, landing pages, and web sites using HTML & CSS.
- Conceptualized and developed animated videos, cinemagraphs and gifs carried across multiple channels with a strong focus on social media design, infographics, and motion graphics.
- Continued all responsibilities from Graphic Designer II role (below).

GRAPHIC DESIGNER II, DIGITAL

05.2013 – 06.2017

Blue Cross and Blue Shield of IL, MT, NM, OK, & TX // Chicago, Illinois, USA

- Conceptualized and designed multimedia and social marketing pieces including emails, Facebook tabs, social share images, animated videos, and online campaigns carried across multiple channels.
- Managed multiple complex design projects in a fast paced environment while meeting all deadlines and maintaining quality work.
- Advised clients and project managers on design style, recommended format, production requirements and timelines.
- Negotiated and managed stock photography contracts for 25+ designers.
- Collaborated with external printers and vendors to ensure deadlines were met and material was produced at the highest quality.



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DEVELOPMENT

School of Motion
After Effects Kickstart
Completed January 2020
HOW Design Live Conference
May 2015

DESIGN AWARDS

CERTIFICATES OF EXCELLENCE, Graphic Design USA, 2016
Internet/Intranet Design and Online Design // Breast Cancer Awareness
Social media campaign

CERTIFICATE OF EXCELLENCE, Graphic Design USA, 2016
Internet/Intranet Design // Master of the Grill social media campaign

CERTIFICATE OF EXCELLENCE, Graphic Design USA, 2016
Brochures + Collateral // Blue Elite Book

CERTIFICATE OF EXCELLENCE, Graphic Design USA, 2016
Infographics // Organic vs. Conventional infographic

CERTIFICATE OF EXCELLENCE, Graphic Design USA, 2015
Internet/Intranet Design // Moments that Matter social media campaign

CERTIFICATE OF EXCELLENCE, Graphic Design USA, 2015
Internet/Intranet Design // Roadmap to Coverage microsite

GRAND CLEARMARK, Center for Plain Language, 2015
Original Document // Health Insurance Buyers Guide
From the judges: "This entry is an example of how to use graphics and charts in a written document to communicate information. In some cases, the bars, charts and/or symbols alone were enough for me to comprehend the information – I didn't need the text. It is a superbly designed and written document for a challenging topic."

CLEARMARK AWARD OF DISTINCTION,
Center for Plain Language, 2015
Private Sector Original Document // Health Insurance Buyers Guide

SILVER AWARD OF DISTINCTION,
The Academy of Interactive and Visual Arts, 2015
Websites – Social/Networking // 52 Week Photo Challenge
Social media campaign

SILVER AWARD OF DISTINCTION,
The Academy of Interactive and Visual Arts, 2015
Websites – Social/Networking // Moments that Matter
Social media campaign

SILVER AWARD OF DISTINCTION,
The Academy of Interactive and Visual Arts, 2015
Brochure – Business-to-Consumer // Health Insurance Buyers Guide

CERTIFICATE OF EXCELLENCE, Graphic Design USA, 2014
Online Design // 52 Week Photo Challenge social media campaign