

JESSICA WILLARD

CONTACT

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in: [jessicawillard](https://www.instagram.com/jessicawillard)

SOFTWARE

Adobe Creative Suite

Email Marketing Software

Google Docs Office Suite

iWork Productivity Suite

Microsoft Office

Sketch

Invision

Figma

EDUCATION

Savannah College of
Art and Design

Major: Graphic Design

Minor: Art Direction

2010

EXPERIENCE

MATERIAL+ (T-3) / ART DIRECTOR / AUSTIN, TX / 2021-2024

Clients: Auntie Anne's, Chuck E. Cheese, Church's Chicken, Ford, Indeed, Jamba Juice, Microsoft, Nike,

PODS Moving and Storage, Schlotzsky's & Whataburger

- Led creative work for various digital and social efforts from ideation to final builds
- Developed and pitched ideas with brand goals in mind
- Adapted to changes based on client feedback and industry trends
- Worked collaboratively with interdisciplinary teams to ensure the creative vision was executed effectively
- Conceptualized and pitched TV spots
- Managed multiple projects simultaneously
- Provided direction, feedback, and support throughout the creative process
- Directed photoshoots

MMI AGENCY / SR. DESIGNER / HOUSTON, TX / 2019-2021

Clients: Gillette, Hair Bio, Joy Shave, Kiwi Botanicals, Rooted Rituals, SK-II, Venus & Waterless Hair Care

- Led and built digital and print pieces
- Strategized social cadence with the media team
- Tailored existing digital creative to various placements
- Maintained brand design throughout all marketing and advertising materials
- Implemented design ideas based on best practices and industry standards
- Adhered to creative briefs, budgeted time, and deadlines
- Challenged new ways of thinking within the agency that led to strategically sound work
- Planned and directed photoshoots

VAYNERMEDIA / ART DIRECTOR / NEW YORK, NY / 2014-2017

Clients: Dove Mens + Care, Mountain Dew, Pepsi, Pure Leaf Iced Tea, Quaker Oats, Sierra Mist, Snuggle,

Starbucks Doubleshot & Vaseline

- Curated digital designs with an emphasis on social media-based campaigns
- Produced mock-ups, storyboards, and presentations to convey ideas
- Led brainstorming and presentations
- Coordinated and directed photo and video shoots for digital content
- Worked alongside photographers, video directors, cast, and crew to ensure elevated production
- Attended casting calls and supervised talent
- Searched, purchased, and styled props
- Collaborated with various stylists
- Mentored and led assigned creative staff
- Participated in new business pitches

ZETA GLOBAL / GRAPHIC & WEB DESIGNER / NEW YORK, NY / 2013-2014

Clients: AIG, Petco, Progressive, Quaker Oats, Sprint, Sony Pictures, T-Mobile & UPS

- Generated innovative ideas and designs for various digital projects
- Collaborated with developers and engineers to establish innovative UI designs.
- Designed intuitive UI that enhanced the overall user experience
- Built custom infographics and elements for various placements
- Identified design challenges and found creative solutions
- Led creative from start to finish