

JESSICA MAY

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EDUCATION

B.F.A. Art and Design

Concentration: Graphic Design
Minor: Integrated Marketing Communications
California Polytechnic State University SLO
September 2014 - December 2019 | San Luis Obispo, CA

WORK EXPERIENCE

Graphic Designer

Eargo

- Responsible for taking brand guidelines to create stunning digital projects such as page layouts, banners, email design, animated characters, print marketing collateral and more.

October 2020 - Current | San Francisco, CA/Remote

UI/UX Designer

Tinyview Comics

- Created interactive mobile-first designs for web and mobile applications for a more modern and user-friendly approach, resulting in a 10% increase in user satisfaction.
- Collaborated with developers for implementation of designs.
- Established PR collaborations with the Jane Goodall Institute.

July 2020- Current | San Francisco, CA/Remote

Visual/UI/UX Designer

Zenfolio

- Redesigned responsive website from wireframes to prototyping for School & Sports page for a more modern look.
- Designed Google Display Banners, campaigns, digital emails, promos, and marketing materials with an understanding of brand standards.

March 2020- July 2020 | San Francisco, CA/Remote

Intern

(iii) Design Studio

- Identified, conceptualized, designed and executed social media campaigns to boost engagement, educate and inform the audience.
- Created content calendars, developed and distributed text and photo/video-based content, monitored social media channels and supported promotional and marketing efforts.

January 2020- March 2020 | San Luis Obispo, CA

Digital Content Designer

Event Photography

Cal Poly Housing

- Developed social media graphics, stories, stickers, hashtags and contests on Instagram.
- Established Geotag filters on Snapchat.
- Created social campaigns that tell a story while building and engaging with audience members and other campus partners.
- Maintained a social calendar; took photos of resident events and responded to DMs.

May 2019 - March 2020 | San Luis Obispo, CA

SKILLS

INTERACTION

Responsive Design, User-Centered Design, Persona, Low to High Fidelity Design and Prototyping, User Flow Diagrams, Site Maps, Wireframing, UI Design, User Research

SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Sketch, Asana, JIRA, Figma