

Jessica H Stoddard

Creative leader with over ten years of experience developing user-centered marketing materials. Specializes in workflow solutions, art direction, web-ready digital content, and motion graphics.

experience

Freelance Creative Direction & Design (June 2011–present)

Remote from Rochester, New York

- Currently contracting with Fruition and the Jewish Federation of Cincinnati, past clients have included Starlight Doughnut Lab, Great American Insurance
- Lead collaborative sessions to align stakeholders on brand direction, marketing strategy, refining messaging, and establishing the tone of voice
- Provide creative direction to specialists, advise on improving user experiences
- Design complete visual identities and associated assets, both print and digital; brand guides, logos, ads, packaging, environmental work, signage, forms, presentations, motion graphics, social media, and more
- Develop and edit websites with Wordpress and other proprietary systems
- Create templates for social media and lead training sessions for Canva

Senior Designer, Marketing Lead (May 2016–July 2020)

promoted from Digital Designer in February 2019

ConstructConnect, Cincinnati, Ohio

- Cooperate across departments to define an emerging brand while maintaining sales collateral and other assets from legacy products
- Cross-function as UX team member, visualize persona sheets and journey maps, help run design studios and conduct interviews with stakeholders
- Manage and give creative direction to vendors on outsourced projects, with budgets ranging from \$250k trade show experiences to \$10k videos
- Lead initiatives and collaborate with other designers on projects, including promotional materials, email campaigns, and internal communication needs
- Independently create graphics and other marketing materials as needed

Designer (January 2012–May 2016)

Joseph-Beth Booksellers, Cincinnati, Ohio

- Quickly design ads for several events per week, completing both web and physical materials to for advertising at four retail locations
- Design and manage seasonal marketing campaigns and sales

Co-op Experiences (June 2008–March 2011)

- **Hyperquake, Cincinnati, Ohio** - Identity design, seasonal designs for industrial products, and contributions to integrated media packages
- **Coleman Brandworx, New York, New York** - Branding, strategy, and packaging design for companies like Duane Reade, Kotex, and Coppertone
- **Interbrand, Cincinnati, Ohio** - International brand strategy and design in a team environment, for products including Wrigley's Gum, Puffs, and Pepsi
- **Great American Insurance, Cincinnati, Ohio** - Forms and brochure design, production assistance for marketing campaigns, pre-press work

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education

University of Cincinnati, Cincinnati, Ohio

College of Design, Architecture, Art & Planning

Bachelors of Science in Graphic Design, 2011

Minor in History from McMicken Arts & Sciences

skills

- Adobe Creative Cloud & Figma; proficient with Illustrator, Photoshop, and InDesign
- Motion graphics and video editing
- Working knowledge of content management systems, marketing automation systems, Microsoft Office, HTML, CSS, and JavaScript
- Collaborative leadership and online brainstorming facilitation (avid Miro user)
- Creative direction and project management
- Workflow analysis and research

activities

AIGA Cincinnati

Wellness Director (September 2016–January 2020)

Board Member from January 2014–2020

- Created the position and programming dedicated to addressing mental health in the creative community
- Invited to speak nationally about wellness programs
- Work with team to develop workflow solutions that integrate wellness practices into other programs
- Plan and manage interactive events for creatives

First Unitarian Church of Cincinnati

Member since November 2015

- Design materials for annual Heart & Hand Auction
- Active in Social Justice and Humanist efforts

ArtWorks Cincinnati

Contributing artist since August 2014

- Commissioned to create interactive spaces and individual artworks for local events and showcases