



Jessica Small

Graphic Designer

Experienced graphic designer with background in marketing, media design, vector, prepress, and print production.

Highly proficient in Adobe InDesign, Illustrator and Photoshop in MAC and PC. Basic knowledge of Microsoft Office suite. Some experience with Adobe Dreamweaver, CSS, HTML, and Javascript.

Solid project experience, strong market research and analytical skills.

Bilingual: English and Spanish

559-930-9683

jessicasmall@gmail.com

jessicasmall.com

EXPERIENCE

Graphic Designer - Sinclair Systems, Fresno CA

01/2009-Present

- * Sole designer for all of the western hemisphere produce labels and tradeshow print materials.
- * Developed original produce labels for well-known produce companies and packers.
- * Created ads and advertorials for several produce-related publications.
- * Collaborated with Marketing director and team members on all other trade show collaterals.
- * Designed sell sheets and booth components.
- * Conceptualized and designed current Ecolabel brand image and collateral for label launch that was effective and satisfied our brand standards requirements.
- * Prepared prepress files for a large variety of printed materials, including 4 color process, pantone, flexo, and large format projects.
- * Managed all stages of numerous simultaneous art projects under strict deadlines from concept to print production..
- * Gained extensive experience with color separation and PANTONE color matching.

Creative Design - Creative Cube Marketing Concepts, Fresno CA

10/2008-01-2009

- * Responsible for 100% of the design, develop and coding of web sites.
- * Implemented PHP and JavaScript to make sites dynamic to deliver the best user experience.
- * Use of Web 2.0 technologies such as blog, forum on sites to provide an online social community for the client.
- * Created back-end portals with access to a MySQL database to create a customized CMS.
- * Coordinated corporate web site content, user interface and design modifications.

Inventory Control for Packaging Division - Cargill, Fresno, CA

05/2006-10/2008

- * Responsible for inventory tracking, item issues and vendor shipping.
- * Oversaw purchase order entry and item creation.
- * Overhauled the Item Master to reduce the amount inactive items by 20%.
- * Increased inventory turns by evaluating stocking levels and obsoleting inactive items increasing accuracy from 70% to 100%.
- * Established cost savings plan to reduce overall inventory packaging spending by 30% therefore cutting inventory level 40%, saving our company branch \$175,000 in a 4 month period.
- * Accountable for Supply Chain Management, including Inventory Control, Vendor Maintenance, Shipping and Logistics.
- * Worked closely with managers to assist in special accounting spreadsheet assignments for research analysis.
- * Effectively managed new vendor relationships while maintaining and fostering existing accounts
- * Implemented multiple Excel spreadsheet improvements for more accurate reporting.

OTHER SKILLS

Extensive experience with print industry standards and best practices, including file preparation standards for digital, offset, and large format. Manual artwork trace conversion from raster to vector. Analytical writing and proofreading.
