

# Jess van der Westhuizen

Art Director & Graphic Designer

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portfolio: jessvanderwesthuizen.com

## EDUCATION

Boston University

**MS Communications, cum laude | August 2016**

concentration in Media Entrepreneurship

**BFA Graphic Design, cum laude | May 2015**

minors in Communications & Printmaking

## CAPABILITIES

Advertising

Art Direction

Bookmaking

Branding & Identity

Copywriting

Experiential Design

Illustration

Layout Design

Motion Graphics

Packaging Design

Painting

Photography

Printing

Screenprinting

Web Design

## SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe Premiere Pro

Sketch

familiar with HTML, CSS

Capture One

Microsoft Office Suite

Keynote

## EXPERIENCE

Guess? Inc. Los Angeles, CA

**Art Director & Lead Graphic Designer | March 2018–present**

- on the Brand Partnerships team, I lead marketing visuals and photo production across four brands
- with general ideas from the creative director, I work with the communications director to develop a marketing strategy
- work with cross-functional teams to define timelines, then manage internal and external contributors, including copywriters and junior designers, to execute all project visuals
- art direct studio and on-location photo shoots, manage retouching, and curate campaign and lookbook imagery
- develop and maintain identity and style guides for multiple brands
- lead website design for high-end brand, Guess U.S.A.
- design digital and print marketing collateral, including emails, web ads, social media visuals, motion graphics, lookbooks, billboards, posters, zines, mailers, and packaging
- design spatial layouts and print and digital collateral for global retail pop-ups and events
- give timely feedback to cross-functional and international teams
- design internal and external brand presentations

**Graphic Designer | September 2016–June 2019**

- on the Advertising team, I worked across six brands
- designed digital marketing collateral including web ads, social media visuals, motion graphics, and lookbooks
- designed print collateral, including outdoor and magazine ads, catalogues, mailers, souvenir books, packaging, and event visuals
- designed a new website for specialty collaborative projects
- art directed product photo shoots
- developed visual guidelines for global ad campaigns
- managed image processing and retouching for multiple campaigns and lookbooks each season

LACI. Los Angeles, CA

**Freelance Graphic Designer | November 2018–March 2020**

- worked independently with some of Los Angeles Clean-Tech Incubator's portfolio companies to design various print and digital assets, including branding, style guides, websites, presentations, banners, and brochures

Willa Creative Agency. Venice, CA

**Contract Graphic Designer | September 2016**

- worked independently on brand development projects, conceptualized visual identities with mood boards and color palettes, designed logos and signage

**Graphic Design Intern | June–August 2016**

- re-designed the agency's web portfolio
- worked closely with the creative director on brand development
- communicated directly with clients in branding presentations

Mark Woolen & Associates. Santa Monica, CA

**Graphics Intern | January–April 2016**

- worked closely with the senior graphics editor to create motion graphics and trailer card mock-ups using After Effects expressions

Make Music Boston. Boston, MA

**Design Manager | February–June 2015**

- designed brand identity, print, and digital marketing assets
- designed and maintained Wordpress website