

Jess van der Westhuizen

graphic designer

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EDUCATION

BOSTON UNIVERSITY \ BOSTON, MA
Master's of Science in Communications
2015–2016
Cum Laude

Bachelor's of Fine Arts in Graphic Design
2011–2015

- Communications minor
- Printmaking minor

Cum Laude

SKILLS

Adobe Creative Suite
Sketch
Microsoft Office Suite
familiar with HTML, CSS

Silkscreen
Digital, Intaglio, Relief Printmaking
Drawing, Painting
Bookmaking
Photography
Offset, Lithography Printing

EXPERIENCE

GUESS? INC. \ LOS ANGELES, CA

Art Director & Graphic Designer, Brand Partnerships
March 2018–present

- discuss general project ideas with creative director, then work independently on photo-shoot and visual concepts
- art direct photo-shoots
- curate and edit campaign and lookbook images
- work with communications director and copywriters on marketing concepts and art direction
- develop visual style guides for multiple brands
- lead web designer for high-end sub-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, print and digital collateral for global retail pop-ups and PR events
- give direction to cross functional and international teams
- design internal and external brand presentations and templates

Graphic Designer, Advertising

September 2016–June 2019

- design digital marketing collateral including web ads, social media visuals, motion graphics, and lookbooks
- design print collateral, including outdoor and magazine ads, catalogues, souvenir books, and event collateral
- art direct product photoshoots
- design web assets for special projects
- develop visual guidelines for global ad campaigns
- manage image processing for multiple campaigns and lookbooks each season

LOS ANGELES CLEAN-TECH INCUBATOR \ LOS ANGELES, CA

Freelance Graphic Designer

November 2018–present

- work independently with LACI's portfolio companies to design various print and digital assets, including style guides, promotional banners, brochures, and presentations

WILLA CREATIVE AGENCY \ VENICE, CA

Contracted Graphic Designer

September 2016

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

Graphic Design Intern

June–August 2016

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

MARK WOOLLEN & ASSOCIATES \ SANTA MONICA, CA

Graphics Intern

January–April 2016

- worked heavily with Adobe AfterEffects, creating motion graphics and trailer card mock-ups