Jess Andreas

jess@visibleink.design
www.visibleink.design
816-645-0154

Brand Experiences | Strategic Project Management | Creative Operations

PROFESSIONAL PROFILE

Creative and operations-focused professional with 10+ years of experience across project management, brand development, consulting, client relationships, and business operations. Experienced in coordinating cross-functional initiatives, aligning stakeholders around shared objectives, managing project execution, and translating creative direction into actionable deliverables. Combines a background in graphic design and business administration with a customer-centered approach to communication, problem-solving, and operational improvement. Brings a blend of creative thinking, strategic coordination, and relationship management to brand experiences and consumer engagement initiatives.

CORE COMPETENCIES

Strategic Project Management • Brand Development • Cross-Functional Coordination • Creative Strategy & Execution • Stakeholder Engagement • Client & Partner Relationships • Vendor Coordination • Operational Planning • Process Improvement • Strategic Communications • Customer Experience • Business Administration • Team Leadership • Event Execution & Oversight

WORK EXPERIENCE

Jan 2024 - Present

Midtown Signs

Project Manager & Marketing Coordinator

Lead customer-facing projects from initial planning through completion, coordinating stakeholders, schedules, deliverables, and business objectives. Manage project execution, identify potential risks, resolve issues, and maintain alignment across project participants. Build and maintain client relationships through clear communication, responsive problem-solving, and consistent project coordination. Support operational efficiency by organizing workflows and balancing project requirements, timelines, and customer expectations.

Sept 2020 - Present

West 18th Street Fashion Show

Creative Director

Lead creative direction for a major Kansas City fashion show, shaping the creative vision and overall audience experience. Translate creative concepts into a cohesive live event, aligning artistic direction with event objectives and the overall production. Collaborate with creative contributors and event stakeholders to bring the vision from concept to execution. Support the development of a distinctive event identity through creative planning, visual storytelling, and cohesive presentation. Balance creative vision with practical production needs to help deliver an engaging, memorable audience experience.

Jul 2022 - Dec 2023

Flock Salon & Gallery

Art Director

Supported business operations across customer engagement, marketing, scheduling, and administration. Coordinated activities across business functions to strengthen service delivery and organizational effectiveness. Applied creative and operational problem-solving to improve processes and maintain a cohesive customer experience.

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WORK EXPERIENCE

Feb 2021 – Aug 2022

SYKE Brand

Senior Art Director

Directed strategic creative initiatives supporting a major brand launch, coordinating cross-functional contributors and external partners.
Helped translate brand direction into coordinated deliverables while maintaining stakeholder alignment. Developed processes to support consistent execution and improve project efficiency.

Nov 2015– Jan 2018

Burr Oak Woods Apartments

Property Manager

Managed day-to-day property operations, resident relationships, leasing activities, and vendor partnerships.
Addressed resident needs and operational issues through responsive service and coordinated follow-through.
Supported occupancy and service objectives through relationship management and operational oversight.

2014– Present

Visible Ink Design

Founder & Principal Consultant

Founded and operate a consulting practice serving clients across retail, hospitality, real estate, and professional services.
Partner with clients to support brand development, customer engagement, strategic projects, and business growth initiatives.
Coordinate client communication, project requirements, creative deliverables, and execution priorities across engagements.

EDUCATION

Kansas City Art Institute
Bachelor of Fine Arts | 2021
Graphic Design Department

Metropolitan Community College
Associates Degree | 2014
Business