Jess Oertle

Designer

Graphic designer and User Interface designer with excellent communication, problem-solving skills, and an innate ability to conceptualize client's thoughts into design. With a unique background in UI/UX design and development that contributes to a whole design approach across all dimensions of business, personal branding & entrepreneurship from marketing advertising, public relations and related multimedia services, employer product incentives, company and merchandise apparel to branding: strategy, experience, extensions, image, messaging, logo, user engagement and experiences that are devoted to client brand success.

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WORK EXPERIENCE

Graphic Designer and User Interface Designer
Steo Designs, VA
(March 15, 2013 – present; 30-40+ HPW)
Business owner, innovative consultant, and conceptual thinker who brings ideas to life through smart design and a high standard for delivering meaningful brand experiences for customers, clients and partners.

- Employ analytical methods and procedures to research and give advice on new website service delivery and integration to achieve organizational goals, conduct studies of website use, and implement or recommend changes.
- Utilize analytical and evaluative methods and techniques to research emerging technologies to provide advice on design, content creation, and strategies for Web, mobile devices, and other emerging media platforms.
- Use Web application programming languages, development software, and other innovative Web technologies to deliver functionality and leading-edge interactive experiences, including multimedia, modeling tools, images, animation, embedded videos, prototypes, and mock-ups.
- Familiar with coding languages (HTML, CSS, and SQL), and expertise in current design tools, such as Adobe Illustrator, Photoshop, Xd, and Figma.
- Innate ability to connect both orally and in writing, including the ability to articulate findings, prepare reports, and make recommendations to management.
- Technical support and troubleshooting experience:
  - Communicated directly with clients via direct messages, emails, and voice calls to address their technical issues promptly.
  - Resolved compatibility issues between hardware and software, ensuring smooth operations.
  - Conducted research and installed proper drivers to optimize system performance.
  - Conducted meetings to present project status and address client needs.
  - Ensured seamless continuity across platforms by resolving IT-related challenges.
  - Collaborated with stakeholders to maintain consistent design standards

AREAS OF EXPERTISE

Adobe Creative Cloud, Collaboration, Adaptability, Attention to Detail, Communication Skills, Color Theory, Typography

TECHNICAL SKILLS

Adobe/Design
Illustrator, Photoshop, InDesign, Animate, After Effects, Premiere Pro, XD, Figma

Coding
SQL, HTML, CSS

PERSONAL PROJECTS

Created user personas, journey maps, designed and prototyped an intereactive art history educational mobile app.

Identified and addressed user pain points for an online custom skateboard design process.

CERTIFICATIONS

Google UX Design
Google *September 2022*

Responsive Web Design
freeCodeCamp *July 2022*

Introduction to SQL
Universal Class *May 2022*

EDUCATION

University of Mary Washington
Bachelor of Liberal Studies *2021*

The Art Institute of Pittsburg
Major in Graphic Design *2013*

University of Phoenix
A.A.S. Infomation Technology *2011*

Graphic Designer and UI Designer cont.

- Software and Hardware Maintenance: Regularly updated computer software and hardware components to keep systems secure and up-to-date. Identified and resolved IT related issues, minimizing downtime and enhancing productivity.
- Web Server Management: Set up and maintained web servers for custom websites, ensuring reliable hosting and efficient delivery of content.
- Adaptability and Learning Agility: Quickly learned programming and scripting processes relevant to ongoing projects. Adapted seamlessly to new software and web applications, staying current with industry trends.
- Database Familiarity: Proficient in producing reports using SQL queries and updating records in SQL databases.
- User-Centric Approach: Conducted user research, understanding pain points, and collaborating with end-users to find effective solutions. Designed wireframes, low-fi prototypes, mock-ups, and hi-fi prototypes based on user needs.
- Project Management and IT Continuity:
  - Collaborated with cross-functional teams as a project manager.
  - Adapted to varied work hours (10-30 hours per week) based on client needs.
  - Ensured continuity across platforms by addressing client requirements and resolving IT related issue
  - Managed projects with flexibility, adapting to client needs.
  - Ensured successful execution of design projects within specified timeframes.

Graphic Designer (Freelance)
Global Unity Foundation
(May 12, 2020 – January 5, 2024; 10-20+ HPW)

Graphic Designer responsible for internal and external design needs of Global Unity Foundation. Ultimately, responsible for creating content and incorporating feedback with the guidance for any particular brand associated with the foundation. I work across multiple platforms (social, digital, print, etc) to develop creative assets for a diverse group of business, community leaders, nonprofits, and socially conscience organizations.

- Set and communicate the design direction for projects by facilitating design strategy conversations with stakeholders, teammates, and community leaders.
- Create stunning designs for a large audience across digital, print, and physical mediums that support GUF's mission
- Championed the GUF brand designs to elevating GUF representation with customers, audiences, value propositions, and business strategy while focusing on GUF's unique critical needs services.

Graphic Designer (Freelance)
University of Mary Washington
(August 5, 2020 – December 19, 2021; 10-20+ HPW)

Promoted the University of Mary Washington through coordination of graphic design and production of all print and digital publications for its various offices and programs.

- Work collaboratively to develop concepts and design creative brand-compliant materials for print and digital collateral. Use design software to create and modify layouts, design elements and photography.
- Plan and manage project production to keep within time limitations and budgetary guidelines.
- Work closely with printers, photographers, and other vendors or service providers to assure quality and timeliness of delivery.
- Develop and manage inventory system of relevant marketing and promotional materials, supplies, equipment, photos, graphics, and design assets.

Design Vendor (Freelance)
HALO Branded Solutions
(May 10, 2016 – February 2, 2020; 10-30+ HPW)
Worked independently to conceptualize and design print and digital creative for marketing and branding communications, and other projects for vendors and affiliates.

- Served as lead designer on specific projects, ensured they meet project specifications and vendor requirements.
- Coordinated with Art Directors, Graphic Designers and Senior Production Coordinator to create and maintain project schedules to meet all assigned deadlines.
- Provided graphic design support to all levels of the organization, following corporate identity, branding guidelines, and policies for multiple communications media.
- Designed electronic and print collateral materials such as corporate publications, brochures, posters, displays, package design and advertisements for print layout design concepts, motion graphics, and web pages.
- Coordinated multiple publishing tasks, coordinating outside print jobs and deliverables, and developing production schedules and timelines.

Vendor Accounts:

- **Precision Dynamics Corporation by Brady Corporation** - Created multiple logo variations and promotional product mockups for each logo variation
- **Barton Real Estate Group** - Created print ready file and promotional product mockup
- **Emsig Buttons** - Created vector logo from bitmap image of existing logo
- **Residence Inn by Marriott** - Added web address line consistent with existing branding to be used on promotional materials
- **US Metro Group** - Recreated existing logo in vector format for print ready files
- **Ventura Harbor Boatyard** - Created single color version of logo from existing full color logo to be used for promotional products

Graphic Designer (Freelance)
Project Support our Soldiers Nonprofit
(April 7, 2015 – January 21, 2018; 10-30+ HPW)
Originated with a focus on print media, later the graphic design overlapped into digital design, coding for interactive pages for digital platforms and devices. As result of Project SOS being a Nonprofit, the scope of work widened to motion graphics skills and web development.

- Develop and design graphics, layouts, and templates for websites, social media platforms, email campaigns, and other marketing collateral.
- Developed and maintained graphic design standards for multiple audiences and marketing campaign
- Designing both promotional materials such as brochures and wearable products.
- Oversaw digital and print projects from conception to delivery.
- Source images for print collateral, website, and social media use, and maintain the organization's photo and video archives.

Graphic and Web Designer (Freelance)
DJS Performance
(March 5, 2013 – December 30, 2017; 10-30+HPW)
Graphic Design and Web Designer for an automotive performance and repair industry client, produced digital and print creative solutions to address all their marketing needs.

- Designed website mockups for client website Improving the design/layout of client websites for landing page experience.
- Design banners and graphics for websites and ads to aid in designing brand identity assets (logos, flyers, etc.)
- Design assets for digital marketing, logos, social media, sales presentations and flyers.
- Create templates for digital menu boards to support their digital signage.