

JESSIVEY

Art Director, Designer, Photographer

Philly-based artist and designer using photography and graphic design to connect and empower people, celebrate unique experiences, and build community.

University of Delaware | 2020 | BFA Visual Communications

 JessIveyArt.com

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 610.368.7079

Professional Experience

Art Director, Designer, Photographer

Freelance | 2025 – 2026

- **Good Clean Love:** Collaborate with the creative team to produce elevated, brand-consistent social media posts and campaign emails, leading to significant sales growth during key sales periods.
- **Vogue Knitting:** Lead and execute a comprehensive rebranding initiative, which included creating a vast digital library of new logo iterations, patterns, and color palettes, along with branded social media and email templates, website assets, and more. Design printed event signage, backdrops, handouts, and memorable branded merchandise for the 2026 *New York Knitting LIVE* event.
- **Photo/Video:** Capture the authentic energy of concerts, weddings, engagements, and portrait sessions through visually engaging photography and videography that showcase each subject's unique story and atmosphere.

Graphic/Print Designer & TV Ad Designer (Contract)

QVC | 2023 – 2025

- Used A/B testing and print expertise to craft direct mail campaigns with strong conversion rates.
- Designed billboard campaigns for Philadelphia and **Times Square**, significantly boosting site visits.
- Led creative for the **QVC Formula 1 Miami Grand Prix** wrap and the national "Age of Possibility" campaign across web, print, and social channels.

Graphic Designer (Contract)

alphabroder | 2024 – 2025

- Crafted compelling social media content, striking website banners, and dynamic email campaigns for premier apparel brands such as Gildan, BELLA+CANVAS, American Apparel, Under Armour, Champion, Comfort Colors, Vineyard Vines, and numerous others. These efforts led to a significant surge in engagement and a substantial boost in website traffic.
- Leveraged advanced UI expertise to design captivating rotating banners, strategically positioned at the forefront of the user's journey on alphabroder's landing page.

Junior Art Director

The Munroe Agency | 2022 – 2023

- Spearheaded creative direction for social media and email campaigns for **QuickChek**.
- Collaborated with Copywriters and Creative Directors to concept and produce innovative content that boosted brand engagement and customer response.
- Led visual storytelling from research to execution across video, photo, and design.

Art Director & Designer (Contract)

Reingold | 2021

- Created brand identities, and refined campaigns for mission-driven clients including **St. Jude** and **Veterans Affairs**.

Graphic Designer (Contract)

Nutrisystem | 2021

- Designed animated graphics and email content to increase customer engagement and website traffic.
- Enhanced social media visuals to align with seasonal marketing pushes and promotions.

Skills

Design & Creative: Art Direction, Branding, Typography, Illustration, Copywriting, Animation, UI Design

Technical: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere, Lightroom, After Effects), Figma, Framr, Keynote, PowerPoint, Canva

Media & Content: Photography, Video Production, Social Media Strategy

Soft Skills: Ideation • Leadership & Initiative • Collaboration • Organization • Communication