

JESS IVEY

Check out my 5+ years of experience as an art director, designer & photographer! I am a passionate and creative leader who prioritizes authentic brand storytelling, collaboration, and empowering clients who care about the world.

jessiveyart.com
610.368.7079
jessicamivey@gmail.com

University of Delaware '20
BFA Visual Communications

EXPERIENCE

Art Director, Designer, Photographer Freelance

2020 - Present

- Showcasing the unique essence of lively concerts, weddings, romantic engagements, and portrait sessions through photography and videography.
- Creating fully fleshed-out brand identities and campaigns for companies such as Vogue Knitting and Chubb (& small businesses), by planning and implementing clever strategies which help the brand to stand out and make a genuine impact on the target audience

Graphic Designer (Contract) alphabroder

2024 - 2025

- Developed social media content, website banners, & email campaigns for top apparel brands including Gildan, BELLA+CANVAS, American Apparel, Under Armour, Champion, Comfort Colors, Vineyard Vines, and many more. Results include a large increase in engagement, and more traffic to website.
- Utilized UI knowledge to design rotating banners at the beginning of the user's website journey, alphabroder's landing page.

Digital and Print Designer (Contract) QVC

2023 - 2025

- Utilized print expertise and A/B testing to create engaging direct mailers that directed people to purchase from QVC with compelling offers
- Designed billboards across Philadelphia and Times Square, driving a surge of new website customers
- Created the eye-catching wrap for the QVC Formula 1 race car, showcased at the 2024 Miami Grand Prix
- Collaborated with Creative Directors to launch the national Age of Possibility campaign, delivering mailers, billboards, magazine spreads (Vogue, People), and animated web & social ads

Junior Art Director The Munroe Agency

2022 - 2023

- Completely led social media and email campaigns for the agency's biggest client (QuickChek) through trend research, efficient concepting and planning with Copywriters and Creative Directors, and innovative execution of videos & images, resulting in a positive spike in engagement from the audience

Design Project Coordinator MC3

2021 - 2022

- Managed and improved flow of design requests from PM's to designers

Art Director & Designer (Contract) Reingold

2021

- Transformed logos, composed intriguing ad storyboards, and refined printed and digital content for clients like St. Jude and Veterans Affairs

Graphic Designer (Contract) Nutrisystem

2021

- Oversaw social media and email content through the creation of dynamic animations and graphics to promote social engagement and ultimately increase website traffic

PROFESSIONAL SKILLS

Software: Adobe Creative Suite (Illustrator, Photoshop, AfterEffects, Premiere, Lightroom, InDesign, XD), Figma, Framer, Keynote, Powerpoint, Canva

Photography & Editing
Social Media Content
Illustration
Typography
UI Design
Print Design
Art Direction
Animation
Copywriting
Video & Production

PERSONAL SKILLS

Ideation
Leadership & Initiation
Collaboration
Organization
Communication

AWARDS & ACCOLADES

President, Visual Communications Major
Selected Designer, Digitas Portfolio Review
The Excellence in Photography Award
Calloway Humanities Scholarship
University of Delaware Provost Scholarship
Highest Ranked Resident Assistant on Campus