



JACQUELINE SIMPSON

MULTIDISCIPLINARY DESIGNER + ILLUSTRATOR

ABOUT ME

6+ years of Graphic Design experience with a passion for blending design, illustration, and psychology into one profound marketing solution.

EDUCATION

Syracuse University, S.I. Newhouse School of Public Communications & The College of Arts & Sciences

- BA: Graphic Design & Psychology
- Minor: Child & Family Studies
- Summa Cum Laude

AREAS OF EXPERTISE

PROFESSIONAL SKILLS

- Deadline Adherence
- Efficient Workflows
- Learning New Tools
- Creative Problem Solving
- Team Collaboration
- Project Management
- Design Trends
- Solution-Oriented

TECHNICAL SKILLS

Highly Proficient: InDesign, Illustrator, Photoshop, PowerPoint, Ceros, Sailthru

Working Knowledge: After Effects, Premiere, Lightroom, Wordpress, Figma, Sketch

AWARDS + HONORS

- GDUSA 2018 Student to Watch
- National Society of Collegiate Scholars
- Psi Chi National Honors Society in Psychology

CONTACT

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 portfolio: jacquelinesimpson.com

WORK EXPERIENCE

NEXSTAR MEDIA GROUP

JUNE 2022 - PRESENT

GRAPHIC DESIGNER, NEXSTAR ADVERTISING | NEW YORK, NY

- Collaborates with cross-functional teams to define and shape Nexstar Advertising's new brand identity, ensuring alignment with strategic objectives and developing cohesive design elements across digital, print and environmental.
- Designs impactful trade banners, print materials, branding and signage for key industry events and new product launches, enhancing brand visibility.
- Produces visually compelling sales proposals, one-sheets, presentation templates, e-mail newsletters, and website assets to support the sales team in client engagements.
- Manages the full design and production life-cycle of environmental signage, ensuring compliance with designated timelines, budgetary limits, and relevant COI parameters.

GRAPHIC DESIGNER, THE HILL | REMOTE

- Managed and implemented design strategies, producing materials to support revenue generation for The Hill's owned and operated (O&O) cross-platform products and assets, including TheHill.com, The Hill TV, The Hill's print edition, and The Hill's Events.
- Optimized The Hill's online Media Kit for mobile functionality.

HERMAN MILLER/MILLERKNOLL

MAY 2016 - JUNE 2022

REGIONAL MARKETING LEAD & GENDER EQUITY TEAM CHAIR, MILLERKNOLL | NEW YORK, NY

- Graphic designer and project manager for MillerKnoll's agency-style creative team, responsible for collaborating with copy-writers, industrial designers, and architects to complete 360-degree campaigns in support of B2B sales generation.
- Developed branded charts, graphs, tables, icons, illustrations, and infographics in support of Herman Miller's rebrand to MillerKnoll.
- Led marketing efforts for MillerKnoll's Gender Equity Team, dedicated to achieving workforce equality for women.

MARKETING SPECIALIST, HERMAN MILLER | NEW YORK, NY

- As the dedicated graphic designer for the NYC sales team, I played a pivotal role in crafting high-priority client-facing proposals, developing print and digital sales collateral, creating custom illustrations and infographics, designing packaging, and occasionally contributing to animations.

GRAPHIC DESIGN INTERN, HERMAN MILLER | NEW YORK, NY + HOLLAND, MI

- Designed look-books, flyers, infographics and product illustrations.
- Shadowed Art Directors on set of new brand campaign shoots.

FREELANCE + VOLUNTEER WORK

THE FUND FOR COLLEGE AUDITIONS

OCTOBER 2019 - PRESENT

VOLUNTEER, SPECIAL EVENTS GRAPHIC DESIGNER | NEW YORK, NY

- Volunteer graphic designer for The Fund for College Auditions. My role is to illustrate and design playbills, invitations, and zoom backgrounds.

CENTERCIRCLE CREATIVE

JULY 2020 - NOVEMBER 2020

FREELANCE BRAND DESIGNER | REMOTE

- Crafted a new visual identity using my expertise in brand design, color psychology, and marketing. Developed assets including a logo, business cards, pitch decks, email signatures, one-pagers, and forms/templates.

THE WEST SIDE TENNIS CLUB

AUGUST 2020

FREELANCE GRAPHIC DESIGNER | REMOTE

- Illustrated and designed a new digital brochure for a marketing refresh, and collaborated with an e-Commerce designer on an OFT Email Template.