



JACQUELINE SIMPSON

MULTIDISCIPLINARY DESIGNER + ILLUSTRATOR

ABOUT ME

Experienced Graphic Designer with a passion for blending design, illustration and psychology into one profound marketing asset.

CONTACT

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- jacquelinesimpson.com

EDUCATION

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

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

SKILLS

InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Ceros, Squarespace, Sailthru, Canva, Wordpress, PowerPoint, Key Note

AWARDS + HONORS

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

WORK EXPERIENCE

JUNE 2022 - PRESENT

NEXSTAR MEDIA GROUP, SENIOR GRAPHIC DESIGNER | NEW YORK, NY

Cross-functional graphic designer developing the new brand for a reimagined 'One Nexstar' covering brand identity, trade campaigns, new product launches, social graphics, event branding and print signage, sales proposals and online media kits.

NOVEMBER 2020 - JUNE 2022

MILLERKNOLL, REGIONAL MARKETING LEAD | REMOTE

Designer and project manager for MillerKnoll's agency-style team of creatives responsible for 360-degree campaigns and marketing collateral.

SEPTEMBER 2021 - JUNE 2022

MILLERKNOLL GENDER EQUITY TEAM, BOARD CHAIR - GRAPHIC DESIGNER

JULY 2018 - NOVEMBER 2020

HERMAN MILLER, MARKETING SPECIALIST | NEW YORK, NY

Dedicated designer and project manager for the NYC sales team responsible for high priority client-facing projects. Primary duties included proposals, marketing assets for print and digital platforms, illustration, publication design, and occasional video editing, GIF design and packaging.

SUMMER 2016 + SUMMER 2017

HERMAN MILLER, INTERN | HOLLAND, MI AND NEW YORK, NY

Designed look-books, flyers, infographics and product illustrations.

FREELANCE + VOLUNTEER WORK

OCTOBER 2019 - PRESENT

TFCA, SPECIAL EVENTS GRAPHIC DESIGNER

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

JULY 2020 - NOVEMBER 2020

CENTERCIRCLE CREATIVE

Designed a new visual identity by leveraging my expertise in brand design, color psychology and marketing. Assets created: logo, business cards, pitch decks, email signatures, one-pagers, forms/templates.

AUGUST 2020

THE WEST SIDE TENNIS CLUB

Illustrated and designed new digital brochure for marketing refresh and worked in tandem with an e-Commerce designer to design an OFT Email Template.

JANUARY 2018 - APRIL 2018

SIMPLY SALAD

Conceptualized, illustrated, and animated promotional pieces for the Fourth of July and holiday season promos. Animated stacked logo and designed an animated error 404 null state.