

# JESSICA GUY

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## EXPERIENCE

**Art Director** | SPARK, Tampa, FL

SEPTEMBER 2016—APRIL 2017

Brought campaigns and branding projects from concept stages to final production for travel, hospitality, healthcare clients. Lead teams made up of designers, copy writers, photographers, and web developers. Worked hand-in-hand with brand managers to pitch work directly to current and prospective clients. Frequently traveled to clients to conduct research exercises or direct photoshoots. Communicated daily with the Creative Director, VP of Marketing, CEO, and CFO to ensure SPARK's larger vision was being upheld. Took particular interest in maintaining the morale of my team and mentoring designers and copy writers.

*Client list includes : American Heart Association, PetSmart, Visit Florida, Experience Kissimmee, Marriott Autograph Collection Hotels, Hilton Hotels and Resorts, Ciccio Restaurant Group, Johns Hopkins All Children's Hospital, St. Joseph's Hospital, Helicon Construction*

**Designer** | SPARK, Tampa, FL

AUGUST 2013—SEPTEMBER 2016

Lead designer on projects primarily related to travel, hospitality and healthcare. Worked daily with a team of Creative Directors, Art Directors, copy writers and other creatives to design campaigns and brand assets. Design projects included but were not limited to: custom websites, logo development & identity, social media assets, print collateral, digital ads, outdoor display boards, event & trade show design, photography styling, video graphics, app design, and property signage. Also responsible for creating any internal SPARK design needs including the agency website and pitch work.

**Letterpress Understudy** | University of Florida, Gainesville, FL

JANUARY—DECEMBER 2013

Entered a mentorship program operating a Vandercook press under professional book artist Ellen Knudson of *Crooked Letter Press*.

## EDUCATION

**University of Florida, Gainesville, FL**

JUNE 2009—MAY 2013

Graphic Design BFA

Art History Minor

GPA: 3.98, *Summa Cum Laude*

## INVOLVEMENT

**Brand New Design Conference**

SEPTEMBER 2016 | Nashville, TN

**AIGA Small Business Conference**

OCTOBER 2014 | New York City, NY

**Certified Sustainable Gardener**

JUNE—AUGUST 2017 | Santa Barbara, CA

## RECOGNITION

MERCURY AWARDS FOR STATE TOURISM

2015 | *Best Social Media Campaign*

HSMIA ADRIAN AWARDS

2015 | *Bronze award for Hospitality Branding*

HOW INT'L DESIGN AWARDS

2014 | *Winner for Branding*

PRINT REGIONAL DESIGN ANNUAL

2014 | *Regional Winner for Branding*

GRITS X GRIDS

2014 | *Featured Restaurant Brand Design*

OH SO BEAUTIFUL PAPER

2013 | *Featured Wedding Invitation Design*

LIGATURE 21 JURIED DESIGN EXHIBIT

2013 | *Best in Show*

## TECHNICAL SKILLS

**Proficient in**

Adobe Creative Suite

Microsoft Office Suite

Keynote

Letterpress Printing

**Working Knowledge**

HTML & CSS

Adobe After Effects

Lithographic Printing