

JESSICA GRECH

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designer
jess grech

EDUCATION

Tyler School of Art / Temple University
BFA, Graphic and Interactive Design
Philadelphia, Pennsylvania (Spring 2008)

EMPLOYMENT

Freelance

Art Director

Long Beach, California & Philadelphia, PA (Feb 2021–Present)

Partial Client List: Los Angeles Web Design, ADBD, Mamiye Brothers, Sampa's Pizza, Paper Denim & Cloth, OVED Apparel Group, Driftwood Jeans, Media Makeup Academy, Lilly Pharmaceutical, and more.

Spectrum E-commerce Solutions / A6 Brand Marketing

Director of Software Vision & Design / Creative Director

Irvine, California (Jun 2015–Nov 2021)

- Project Manager & Leader. Interact with clients, supervise all departments & daily workflow, establish/monitor timelines, overall site conceptualization (layout & design) and execute live site release.
- UI/UX Team Leader. Research, translate and develop site wireframes and mockups.
- Quality Assurance Leader. Minimize design roadblocks by coordinating internal reviews of user interactions and experiences.
- A6 Creative Director. Manage Microfactory department, Evaluate trends, keep up-to-date with the latest technology, marketing and promotional trends.

The House of Bijan

Art Director

Beverly Hills, California (Mar 2014–Mar 2015)

- Manage an in-house design team in the creation of printed materials, advertisements, billboards and product packaging, as well as, update store signage for presentation and visual merchandising.
- Create 3-Dimensional product mock-ups for new merchandise design and development.
- Website, Social Media and E-mail marketing management.
- Direct seasonal product and campaign photo shoots.

Mamiye Brothers

Art Director (In-house & Remote)

Manhattan, New York (Mar 2013–Oct 2014)

- Direct and Manage campaigns, sales material, and designs for Guess Kids, Kensie Jeans, Wallflower Jeans, and other company licensed brands.

Vigoss USA

Art Director / E-Commerce Director

Manhattan, New York (Mar 2011–Mar 2013)

- Launched and grew new company branding.
- Lead teams in development, design, and production of cross-channel campaigns including print ads, product launches, brochures, advertisements, banner ads, billboards, logos, product packaging and more.
- Website redesign, launch and management of e-commerce site.
- Directed seasonal product and campaign photo shoots.

Tetra Strategic Communications

Art Director

Elkins Park, Pennsylvania (Feb 2006–Feb 2011)

- Designed Corporate Identities, collateral, newsletters, promotional cards, posters, billboards and menus.
- Directed photo shoots and advertising campaigns for a variety of clients.
- Managed web design, building and maintenance.

SKILLS

Adobe Creative Suite

Visual Studio & Programming: .NET, PHP, Javascript, JQuery HTML, CSS, CMS & E-commerce platforms

Microsoft Office

CAD: Rhino and Flamingo

REFERENCES

Available upon request