

JESSICA GRECH

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not just a  
designer

## EDUCATION

### Tyler School of Art / Temple University

BFA, Graphic and Interactive Design

Philadelphia, Pennsylvania (Spring 2008)

## EMPLOYMENT

### Freelancer

#### Art Director / Creative Director

Long Beach, California & Manhattan, New York (Feb 2013–Present)

Partial Client List: ADBD, Guess Kids, Mamiye Brothers, Paper Denim & Cloth, OVED Apparel Group, Driftwood Jeans, Media Makeup Academy, American Art Marketing and Lilly Pharmaceutical.

### Spectrum E-commerce Solutions / A6 Brand Marketing

#### Director of Software Vision & Design / Creative Director

Irvine, California (Jun 2015–Nov 2020)

- 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.

### 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 - .NET, PHP, Javascript, JQuery HTML, and CSS

- Write raw code and have experience with most CMS and E-commerce platforms.

Microsoft Office

CAD: Rhino and Flamingo

## REFERENCES

Available upon request