



Jessica Strohecker

## DESIGN EXPERIENCE

### Mirum, Chicago, IL

Freelance Designer *October 2018 - Present*

- Designed landing page and emails from concept to handoff for Lego, Unilever and Perrigo
- Created monthly social content with custom photography and animation for various brands
- Helped concept and create prototypes for design pitches

### Newell Brands, Chicago, IL

Graphic Designer *August 2017 - September 2018*

Graphic Design Intern *May 2017 - August 2017*

- Worked alongside cross functional teams to create packaging from concept to production stage for Coleman, Bubba, and Nuk products
- Directed photography team to execute design intent for packaging
- Created kids patterns for Puddle Jumper life jackets and Contigo water bottles while following design trends

### Spoto Interactive, Kutztown, PA

Interactive Design Intern *March 2017 - May 2017*

- Created wireframes and prototyped a new app interface
- Designed ads for new Nikon camera release

### Perry County Council of the Arts (PCCA), Newport, PA

Graphic Design Intern *May 2014 – June 2014*

- Designed a logo that was printed at large scale on glass signage
- Published a trail map of historic barns that featured student artists'

## LEADERSHIP EXPERIENCE

### Kutztown Field Hockey Team Member 2013-2016

Honors

- Scholar Athlete of Year Nominee 2017
- Selected MVP 2016
- All PSAC Second Team Selection 2016
- All PSAC Senior All Star Selection 2016
- NFHCA Division II National Academic Team Award 2015  
–Highest GPA in all Division II Programs
- PSAC Scholar Athlete 2013-2015
- D2ADA Academic Achievement Award 2014-2015
- Gladiator by SGI/NFHCA National Academic Squad 2013-2015

## EDUCATION

B.F.A. Kutztown University of Pennsylvania  
Kutztown, PA

Major: Communication Design

Concentrations: Interactive and Graphic Design

Graduated: May 2017

GPA: 3.82

Dean's List Spring 2014 – Spring 2017

## SKILLS

- Fluent in Sketch, InVision, Adobe Creative Suite (Ai | Ps | Id), Keyshot and SketchUp
- Skilled with wireframes, mockups HTML/ CSS, SASS, UX/ UI, After Effects
- Familiar with, JSON, AJAX and PHP
- Experienced with digital photography
- Thrives in fast paced environments and meeting deadlines

## AWARD / SCHOLARSHIP

Senior Interactive Design Nominee  
Spring 2017

Mumedi International Poster Competition  
Finalist Fall 2015

- Selected as 1/400 finalists out of 22,000 entries from professionals and students worldwide

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