

# JO JARVIS

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## GRAPHIC • WEB • ART DIRECTION

Hello! I'm Jo and I love to create. I'm a Seattle-based graphic designer with 7+ years of experience. Much of my work has been in print, but I have the chops to transfer my designs to immersive web layouts. My experience has taught me to embrace tight timelines, attention to detail, and organization. I love print and product, but I have found new passion in working with UX, web developers, and photographers on-site. Outside of work, my creative outlets involve playing with my camera, composing photo collages, and working on my craft in the baking realm. I feel confident in leading projects from start to finish, but I also enjoy working collaboratively with a team.

## SKILLS

### Art Direction

I work collaboratively with account teams in brainstorming for events, brand awareness, unboxing experiences, merchandise, and more. I am entrusted with creating event branding that fits seamlessly into a client's existing identity system. I organize the assets, write concise art direction, and lead a team of designers to execute. I feel energized and excited for all projects thrown my way with a particular love for influencer kits, unveiling events, and social media campaigns.

### Print

I feel very confident in my skills of creating impactful design through print layouts and 3D product. I have pushed and exercised my brain to see a flat, box template and can visualize how it folds together and sits in a 3D space. I love the challenge of making even a simple, promotional product feel elevated and special through design. I have fun using the power of layout, contrast, and hierarchy to include an element of surprise and delight so the product has a rich and engaging, unboxing experience.

### Web

Though my work has been primarily in print, I took an initiative of expanding my knowledge of web languages and popular templating websites. I am the lead person on my team for web projects that come to the creative department. I create and maintain all the portfolio sites for the sales teams, and I work with the Director of Program Marketing on social media and internal email blasts. My latest project is creating the visual design for our client's e-commerce stores and teaming up internationally with a team of developers in India using Figma and Adobe XD.

### Photography

Though my personal skills are more of a hobbyist, I work well with professional photographers to capture case study photos, social media snapshots, and retail-ready images to be uploaded to online stores. My involvement includes creating shot lists for photographers, working with models, and managing the flow on-set.

## PROGRAMS

- ✦ Photoshop
- ✦ Illustrator
- ✦ InDesign
- ✦ Premiere
- ✦ XD
- ✦ After Effects (Beginner Level)
- ✦ Various Template Website Platforms and CMS
- ✦ Figma
- ✦ PowerPoint
- ✦ Word
- ✦ Excel
- ✦ Google Docs
- ✦ Google Sheets
- ✦ Google Slides
- ✦ Wrike

## EXPERIENCE

### HALO | Senior Designer 2021 - PRESENT

*HALO acquired Catalyst in 2017 and originally stayed in the background as a power backer. However, at the beginning of 2021, they brought all their subsidiary companies together to form one HALO. Before the rebranding, I gradually went from working as a senior designer in a small agency to a senior in a global company.*

- ✦ I create innovative designs and concepts that pair well with branded merchandise, marketing initiatives, and retail products for a large range of clients including Alaska Airlines, Brooks Running Company, Magnolia Network, Nike, Starbucks, and Amazon.
- ✦ I meet with clients in the early stages of a project then present our solutions after the design and mock-ups are created.
- ✦ I am the preferred designer on many accounts including Brooks Running Co., Nike, JCPenney, and Alaska Airlines. Clients trust me to create assets along with their brand to develop impactful designs.
- ✦ I collaborate with Creative Directors and Senior Art Directors on large RFPs to win over big-name clients.

## EXPERIENCE CONT.

- ✦ I work regularly with the Art Director on the T-Mobile account at photoshoots to follow theme, work with the models and the photographer, review the images in real-time, and manage the flow of the day. These shots are used on their social media platforms and their TMO Gear online store.

### Extra initiatives I own:

- ✦ I am a member of the Diversity, Equity and Inclusion (DE&I) Council for my company.
- ✦ I established a relationship with the VP of Technology to work out common issues happening between design, account teams and web developers.
- ✦ I lead Creative Brief Trainings to new account teams.
- ✦ I am on the Culture Committee and aim to find ways to boost morale on our team.

### Catalyst | Senior Designer 2015-2021

#### Senior Designer (2020-21) - my role expanded to:

- ✦ I worked closely with Facebook Seattle to develop team branding and monthly pop-up shops filled with fun, branded products.

#### Lead Designer (2018-20) - my role expanded to:

- ✦ I brainstormed merch ideas for events and campaigns, led teams in art direction, designed art and assets, created photo-realistic mockups, created decks, presented to clients, filled templates and created production files.
- ✦ I worked closely with JCPenney to create the Kids Zone program that has been very successful and still in use today.

#### Graphic Designer (2015-18) - my role expanded to:

- ✦ I developed design concepts that would pair well with promotional product, custom merchandise, engaging packaging, and retail items for a large range of clients including Facebook, JCPenney, Redfin, AirBnB, MTV, and 20th Century Fox.

#### Intern (2015)

- ✦ I handled all production art and created photo-realistic mockups for the account teams.

#### Extra initiatives I owned:

- ✦ I rebuilt the relationship between the creative and account teams to make collaborating more cohesive and efficient.
- ✦ I implemented a file naming system in 2016 that the company still uses today.
- ✦ I took the initiative to learn about the CMS for the company site (WordPress) and took ownership of making updates.

### Rosanna | Intern 2014

- ✦ I oversaw their social media accounts and created web banners for their website.
- ✦ I had other office duties that included file organization, photo editing, product mockups, and adding updates to their store site.

### National Color | Intern 2013

- ✦ I was responsible for assisting the team with designing layouts, covers, making edits, and talking to the clients.
- ✦ I worked in the house production room where I printed, cropped, scored, folded, and spiral bound books to go out to clients.

## EDUCATION

### Bachelor of Fine Arts | Graphic Design The Art Institute of Seattle | 2015

- ✦ Valedictorian/Graduation Speaker
- ✦ President of Common Ground Design Club
- ✦ Graduated with Honors
- ✦ AIS Student Council - Graphic Design Representative

### Associates of Arts | Social Work Boise State University | 2012

\*References upon request.