



jessicaroch8@gmail.com
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EDUCATION

THE UNIVERSITY OF CINCINNATI

College of Design, Architecture, Art, and Planning | Class of 2019

Graphic Communication Design Major | Fine Arts Minor

Participating in the Professional Practice Program, alternating semesters of study with work in the field of Graphic Design

WORK EXPERIENCE

ARROWSTREET

Boston, MA | September 2019 – Current

Associate | Environmental Graphic Designer

Conceptualized graphic elements and signage from projects as small as temporary retail vinyl to as large as a four-building campus in the Boston Seaport. Developed designs with clients, coworkers, and fabricators through elevations, plans, and renderings which sometimes included custom illustrations. Created message schedules, design intent drawings, sign location plans, and final art files on various projects. Worked on branding, marketing materials, and social media for Arrowstreet. Lead the Collab and Health & Wellness committees at Arrowstreet.

AD CREATIVE

London, UK | January 2018 – April 2018

Full-Time Co-Op Intern | Branding & Packaging Graphic Designer

Conceptualized and developed multiple food and spirits packaging projects. Created a redesign package for a real estate company's brand and website. Worked within client's websites on general updates as well as formatting issues. Created social media content for food & beverage clients. Helped develop and finalize an experiential advertisement pop-up campaign. Worked on a lab client's renaming and logo redevelopment.

SELBERT PERKINS DESIGN

Los Angeles, CA | May 2017 – August 2017

Full-Time Co-Op Intern | Branding & Environmental Graphic Designer

Created renderings of signage project concepts. Sketched and illustrated concepts for projects ranging from large-scale neon Vegas signage to small city maps. Ideated logos and icons for a new client. Worked closely with SPD's side project, Tiny Headed Kingdom, including creating a style guide and brand guidelines package, designing a large retail display sign, and social media posts.

THE CHESAPEAKE GROUP

Cincinnati, OH | January 2016 – December 2016

Full-Time Co-Op Intern | Branding & Packaging Graphic Designer

Designed logos and packaging graphics for a variety of food & beverage clients. Researched clients' current brand packaging and how they compared to competitors on shelf. Assisted in food photography shoots and food styling. Prepared boards and prints for client presentations. Carefully cut hundreds of comps for clients and ourselves in order to visualize designs in scale and in person.

SKILLS & ACTIVITIES

Adobe Photoshop, Illustrator, InDesign, After Effects, Microsoft Word, Excel, Miro, Microsoft Teams, Procreate, Illustration, Linography, Photography, Painting, Ceramics, & Drawing.

Co-founder of Women Artists in Action, a Boston-based collaborative of female, trans, and non-binary artists with the goal to create, share, and support one another.

Dog foster for Last Hope K9, a New England-based dog rescue organization.