

JESSICA ⚡ SMOLINSKI

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EXPERIENCE

NOVEMBER 2013 - PRESENT

Iroh Co. - Owner/Designer

Own and operate Iroh Co. as an independent designer. My primary focus lies in branding, marketing materials, custom illustration, production, and interface design. I collaborate with clients to create the best design solutions for their business needs. I also design and sell socially conscious merch to raise money for local charity and nonprofit organizations.

NOVEMBER 2016 - FEBRUARY 2017

From Now On - UX/UI Designer

Enhanced fan engagement for college and high school athletic programs, bowl game tournaments, and competitive championships through the FanX mobile app. Worked with the senior UX/UI designer and development team to plan and test all aspects of user experience on the app and user portal. Designed and maintained product assets, detailed concept and specification design, and organization of all design files and resources. Collaborated with the marketing team to build and maintain FNO brand standards.

OCTOBER 2014 - NOVEMBER 2016

Hayneedle - Interactive Designer

Responsible for creating graphics for print, web, email, UX/UI, and any internal pieces for the office. Worked with photographers at the in-house photography studio to create photos that showcased the products well. Helped plan campaigns for the seasons with the most traffic. Worked closely with the copy, marketing and UX/UI team. Provided leadership and management for design intern and production designer staff.

SUMMER 2014

Mutual of Omaha - Graphic Design Intern

Designed branding for the Wild Kingdom Podcast and graphics throughout each video. Helped with the planning stages for the branding of Zoofari 2015 with the Henry Doorly Zoo. Designed the social media aspect of rebranding while coordinating with the UX/UI team for brand cohesion between web and print.

JUNE - OCTOBER 2013

83 Design Collective - Web and Print Designer

Hands-on involvement in all aspects of print and web design. Participated in high level meetings, generating new clients, and maintaining client relationships.

EDUCATION

Creative Center College of Art and Design

Bachelor of Fine Arts in Graphic Design
Associate of Occupational Studies in Graphic Design

HONORS

Iroh Co. - Bronze AIGA Show Award

Mutual of Omaha - Bronze AIGA Show Award

Creative Center - 4 AIGA Show Awards, 2 Addy's