

JESSICA IKENBERRY

{ ART DIRECTOR, ARTIST, TYPE NERD }

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INTRODUCTION

BACKGROUND

THOUGHTS ON DESIGN

Engage your audience visually and intellectually, the function is the form.

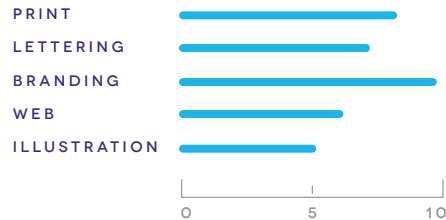
MEET JESSICA, THE DESIGNER.

I am highly addicted to the challenge of storytelling; translating an idea into a concept, then building the team and working together to produce the final visual execution. Good design comes from observation, collaboration, flexibility and loving the details.

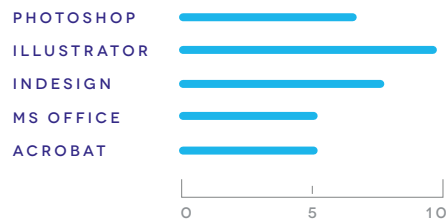
As an all around Maker, my hands are usually dirty from comping a design project, the art studio, the kitchen, or from wrangling the dog. I'm an absolute nerd about letterforms, live music and funky looking plants.

PROFICIENCIES

AREAS OF WORK



SOFTWARE



EDUCATION

OTIS COLLEGE OF ART & DESIGN

BFA 2002

Communication Arts, Graphic Design.

Graduated on the Dean's List.

WORK EXPERIENCE

2002-2015

SALARIED

BCBGMAXAZRIA / 2008-2012 (LEAD DESIGNER)

Management of the e-commerce / corp. websites and e-mail campaigns creatively. Worked hands-on with the development team regarding new media, video streams and the execution of marketing strategy based micro-sites for multiple brands and platforms. Designed and re-launched the corp. intranet site, MAXLINK.

MATTEL / 2007-2008 (PACKAGING DESIGNER)

Responsible for translation of doll creative concepts into customer facing packaging; printed graphics, box shape construction, and creation of original typography and illustrations. Including the style guides for the in-store execution of the complete graphics package.

SUZIE ROTH DESIGN / 2005-2007 (DESIGNER)

Full service graphic designer for print, web, branding, animation, illustration and new media.

PERSONAL STUDIO

WEETINY / 2007-2015 (OWNER)

Owner, creative lead, office assistant, and chief dog walker. It started as a blog and website, now it's my own business specializing in branding, lettering and out-of-the-box thinking. Let's play!

FULL CIRCLE / 2013 (PARTNERSHIP)

Lead Creative for all projects. Starting at kick-off and working through delivery, in areas of; brand identity, layout, typography, lettering, web / print design.

OTHER FREELANCE WORK

Since graduating from OTIS, I have maintained independent freelance projects as my schedule allows.

NOTE: References available upon request.

BRANDING: A CROSS SECTION

2002-2015



FINAL LOGO / MUSIC INDUSTRY



FINAL LOGO / AUTO INDUSTRY



FINAL LOGO / MOBILE MEDIA



FINAL LOGO / PUBLIC WORKS



FINAL LOGO / SOCIAL MEDIA



FINAL LOGO / FASHION



FINAL LOGO / MARKETING



FINAL LOGO / FILM INDUSTRY