

# jess keoshian

Art Director and Designer

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## Skills

Art Direction | Graphic Design | Video Editing & Animation | Social Media Content Creation | Campaign Concepting  
Photography & Videography | Public Speaking | Marketing | Presentation Skills | Project Management

## Education

College for Creative Studies | BFA, Advertising Design

## Programs

Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | Google Web Designer | XD | Figma & Sketch  
Microsoft Office Suite | DSLR Photography and Videography | Asana

## Experience

### Crate&Barrel | Senior Designer | September 2023- Present

- Concepted and created animated and static social content for paid and organic channels.
- Developed animated web banners using Google Web Designer, which increased channel performance.
- Created motion graphics for CTV, email, and e-commerce website while teaching other designers After Effects. This increased use of omni-channel motion graphics and drove higher performance.

### MRM | Art Director | May 2021 - September 2023

- Created animated and static social content, email, digital experiences, and direct mail pieces that aligned with and enhanced broader campaigns, strategy, and brand identities.
- Implemented and designed new processes for email design and delivery, working collaboratively with other teams to strengthen and expedite deliverables.
- Planned and managed timelines, budgets, and shot lists for a content photo and video shoot.
- Participated in client meetings and presentations, effectively communicating campaign concepts and responding to feedback.

### Roundtable 6 | Motion Graphic Specialist - Art Director | April 2020 - April 2021

- Conceptualized and crafted design and motion graphics including long form animated videos, social assets, print designs, presentation designs, and storyboards.
- Promoted from Motion Graphics Specialist to Art Director.
- Strong focus on design and typography within brand guidelines and developing motion branding.

### PACE, Inc. | Marketing & Design Specialist | August 2019 - April 2020

- Graphic design and strategy on B-to-B and B-to-C marketing.
- Handled design including direct mail, social media, billboards, and flyers.
- Demonstrated project management skills, coordinated events, delivered presentations, and fostered strong client relations.

### Kohler | Art Direction Intern | May 2019 - August 2019

- Created and executed designs and contributed to photo shoots for various campaigns

### Quicken Loans | Creative Strategy Intern | August 2018 - December 2018

- Brainstormed and conceptualized campaign concepts across various platforms.
- Conducted research on industry trends, competitors, and target audiences to inform design decisions.

### Roundtable 6 | Art Direction Intern | May 2018 - August 2018

- Created and executed designs while supporting the design director and creative directors.

### Campbell Ewald | Creative Intern | May 2017 - August 2017

- Collaborated on pre-production tasks such as shot lists, prop sourcing, and equipment needs to facilitate successful video and photo shoots.