



## Jessica Wink

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## Education

**BFA Emphasis Graphic Design**  
2012-2016  
University of Wisconsin-Stevens Point  
Stevens Point, WI

## Experience

### Graphic Design Lead

April 2021 to Present  
Mission Outdoor  
Eden Prairie, MN

- Led end-to-end packaging design for Mission Outdoor over four years, owning projects from initial concept through to production-ready files for both domestic and international markets.
- Transformed REEF inflatable water mat packaging by redesigning from basic one-color print to full litho boxes, significantly enhancing brand storytelling, consumer engagement, and retail visibility in stores nationwide.
- Maintained brand consistency across a diverse range of packaging projects, including REEF Accessories, TUKO Towels, Dock Lines, and fenders while supporting brand evolution and visual identity.
- Managed multiple packaging projects concurrently, ensuring efficient timelines, cross-functional coordination, and adherence to both design and production specifications.
- Collaborated with product designers, copywriters, and marketing teams to create packaging that effectively communicates product features and aligns with brand strategy.
- Contributed to broader marketing efforts by designing creative assets for websites, emails, catalogs, trade-show booths, in-store displays, banners, and product graphics, reinforcing brand presence across multiple channels.

### Graphic Designer

May 2019 to April 2021  
Xerxes Global  
Minneapolis, MN

## EBM Software

- Art directed a website brand refresh, establishing design guidelines and best practices to improve SEO performance, functionality, and user experience.
- Developed and executed social media strategy, increasing follower count by 26%, impressions by 1,033%, and engagement by 1,143%.
- Created dynamic content (motion graphics, infographics, visuals, and videos) for marketing campaigns across social media, websites, presentations, and other platforms.
- Designed compelling email layouts that boosted engagement, click-through rates, and contributed to sales growth.

## Experience Cont.

### MGMT3D

- Art directed a website brand refresh, establishing design guidelines, standards, and updating brand messaging to align with marketing goals.
- Integrated sales communication and marketing strategies into a cohesive plan, designing collateral such as sales sheets, decks, white papers, and case studies.
- Provided design support for internal team projects, including Power BI dashboards, Excel spreadsheets, and Confluence documentation.

### Graphic Designer

July 2018 to March 2019

Wunderman  
Minneapolis, MN

- Designed digital and print ads for Best Buy, utilizing vendor and client-provided assets to create dynamic weekly ads with optimized processes.
- Collaborated with designers, copywriters, proofreaders, project managers, and coordinators to implement the brand, style, and creative process for weekly ads.
- Directed product and oversaw layout execution, creatively addressing business and consumer needs while maintaining brand standards.

### Graphic Designer

July 2016 to May 2018

Shopko  
Green Bay, WI

- Designed fashion ads for Shopko, from thumbnails to print, focusing on inspiring interest and driving traffic through compelling visuals and pricing.
- Art directed photo shoots, both with and without models, elevating apparel presentation to align with industry trends and competitors.
- Developed new styling and photography standards for seasonal campaigns (e.g., Spring), bringing fresh creativity to ads.
- Created seasonal looks (e.g., Valentine's Day), ensuring cohesive designs across print, in-store signage, and billboards.

## Volunteer Work

### Member/Apparel & Designer

January 2025 to Present

Saint Boni. Fire Dept. Auxiliary Club  
Saint Bonifacius, MN

- Modernize and update the Saint Bonifacius Fire Department logo and design a new line up of graphic tees, hats and sweatshirts for the fire department.
- Organize and volunteer at fundraising events for the Auxiliary club.