



Jessica Wink

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Education

BFA Emphasis Graphic Design

2012-2016

University of Wisconsin-Stevens Point
Stevens Point, WI

Experience

Graphic Designer

May 2019 to Present

EBM Software

Minneapolis, MN

- Art directed a brand refresh of their website, establishing design guidelines, standards, and best practices, concentrating on SEO performance and functionality.
- Designed social media content and strategy that increased follower count by 26%, impressions by 1,033% & engagement by 1,143%. Researched and designed social media vehicles that contributed to an increase in overall engagement and impressions.
- Created content such as motion graphics, infographics, visuals and videos for marketing campaigns to be used on social media, on the website, in presentations and other marketing vehicles.
- Designed eye-catching email layouts that led to higher levels of engagement and increased click-through rates, as well as sales growth where possible

Graphic Designer

May 2019 to Present

Category Management Association

Minneapolis, MN

- Designed the overall look and feel of their Annual Category Management Conference. Executed that look and feel with marketing assets such as social media content, emails, website and event collateral. Also designed conference's internal signage, booths and presentations.
- Collaborated with marketing team to create impactful email campaigns that led to higher levels of engagement and increased click-through rates, as well as membership and training growth
- Brain stormed and designed new social campaigns with top-notch visual content that were in lock step with marketing efforts to strengthen the brand image and marketing campaigns.

Graphic Designer

May 2019 to Present

MGMT3D

Minneapolis, MN

- Art directed a brand refresh of their website, establishing design guidelines, standards, and best practices, and refresh of brand messaging.
- Combined sales communication and marketing strategies into a cohesive marketing plan, leveraging design collateral such as sale sheets, sale decks, white papers and case studies.
- Provided design support for internal team projects such as Power Bi Dashboards, Excel spreadsheets, and Confluence documentation.

Experience Cont.

Graphic Designer

July 2018 to March 2019

Wunderman

Minneapolis, MN

- Designed digital and print ads for Best Buy using vendor- and client-provided imagery, brand styles and photography, and optimized our process to efficiently create dynamic weekly ads.
- Worked collaboratively with a team of designers, copywriters, proofreaders, project managers and project coordinators to implement the brand, style and creative process for the weekly Best Buy ad.
- Directed product and oversaw execution of layouts that creatively solve business and consumer needs, while still working within brand standards.

Graphic Designer

July 2016 to May 2018

Shopko

Green Bay, WI

- Designed Shopko ads, specifically fashion spreads, from thumbnails to print, with the goal of inspiring interest and highlighting great price points, therefore driving traffic.
- Art directed photo-shoots with and without models that elevated and highlighted apparel by being on trend with competitors and industry.
- Created new styling and photography standards for seasons, such as Spring, to bring fresh creative to our ads.
- Designed seasonal look and feel, such as Valentines Day, that appeared across a variety of different outlets such as print, in store signage and billboards.

Freelance Designer

May 2016 to Present

AEGIS

Green Bay, WI

Woodland Equipments

Iron River, MI

- Worked closely with AEGIS on a variety of design work, such as: a new logo, a re-brand, company signing, t-shirts, stock image compilation, and other company projects.
- Brainstormed with Woodlands Equipments on how to best utilize a direct mail piece to inform customers of a new brand of high-end logging equipment they were carrying.
- Worked with a variety of print shops to properly prepare projects for print.