



Jessica Geraghty

I am an Art Director in New York with a diverse background in design including a strong digital foundation, an expertise in social media and website design. I thrive in a collaborative atmosphere and I am always eager to create, learn and take on new challenges.

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Education

SACRED HEART UNIVERSITY

2008-2012

BFA: Graphic Design
Fashion Design Concentration
GPA: 3.67 | Magna Cum Laude

Skills

Web Design
Advertising
Presentation
Team Collaboration
Visual Identity
Marketing & Media
Illustration
Accessibility
Conceptual Design
Creative Strategy
User Experience
Print Design
Time Management

Programs

Adobe Photoshop ●●●●●
Adobe Illustrator ●●●●●
Adobe InDesign ●●●●●
Adobe After Effects ●●●●●
Sketch ●●●●●
Axure ●●●●●
Microsoft Word ●●●●●
Microsoft Excel ●●●●●
Microsoft Powerpoint ●●●●●
Google Web Designer ●●●●●
Invision ●●●●●
Keynote ●●●●●

Awards

CADC AWARDS

GivLuv: Website & VR Design - 18'
TIAA: Transition in to Retirement
Campaign - Social Media - 18'
HMR: Serious Weight Loss - 18'
YNHH System Design - 16'
Aetna: Healthagen Website - 15'

Professional experience

PRIMACY

Art Director: 02/17-Present | Senior Graphic Designer: 11/14-02/17

Concept and design execution for range of clients across verticals including Consumer, Healthcare, Financial and Higher Education to meet their unique creative needs:

- 360 marketing campaign design including concept and development of banner ads, social media, custom landing pages, email, print ad's and OOH creative.
- Design large scale websites from initial concept to implementation by establishing a visual design system, leveraging strategy and collaborating with User Experience to develop a seamless user flow and click-able prototypes. See the design execution through to build by working with the Technology team.
- Creation of brand identity including development of style guides to establish logo, color palette, typography, photography and the overall look and feel of the brand.
- Presentation of creative to clients and internal teams by effectively communicating the thought process and walking them through the experience.
- Lead the design of TIAA's social media for 4 years including establishing their instagram channel and providing Art Direction and design for a number of campaigns. The campaign outcomes drove brand awareness and expanded their reach to new target demographics.
- Creative oversight and mentorship for junior designers by providing direction, feedback and support as needed.

RYAN PARTNERSHIP/EPSILON

Art Director: 12/13-11/14 | Junior Art Director: 12/12-12/13

Digital and print design for a range of consumer based clients including Dove, Dole, Hasbro, Unilever, Energizer, Bacardi and Nestle Waters:

- Focused Art Direction on Dove Beauty, Hair care, Men+Care, Deodorant and Skincare including working on various campaigns, banner ads, social media, loyalty programs, micro-sites, prints ads, photo shoots and more.
- Lead design of the Dove Insider loyalty program including custom monthly micro-site features, email blasts, user experience and close collaboration with copy writers and a dedicated team to meet tight time lines.
- Lead the creative presentations on Dove account to the internal and client teams.
- Use time management to balance a range of clients from day to day to meet tight time lines and ensure all files were production ready.
- Contribute original thinking, design and research on a range of new business pitches and client brainstorming.

FREELANCE GRAPHIC DESIGNER

Self: 1/12-present

- Business websites, logos and develop brand identities for various customers
- Design of custom event prints, invitations and business cards
- Client Freelance: Fuji Film, God's Love We Deliver and Social Circle Cards

DESIGN INTERNSHIPS

Tag World Wide: 05/10-07/10, WWE: 05/11-08/11, Social Circle Cards: 10/11-05/12