



JESSICA CERVANTES

graphic designer + illustrator

EDUCATION

The University of Tampa

Bachelor of Fine Arts
Concentration: Graphic Design
Minor: Spanish Language
Fall 2016

SKILLS

Adobe Creative Cloud Software

Photoshop, Illustrator, InDesign,
AfterEffects, Media Encoder, Premier Pro,
Lightroom Classic, Acrobat

Microsoft Office 365

Outlook, Word, Excel, PowerPoint

Management/Team Tools

Asana, Zendesk, Tandem, Slack

Multi-Lingual

Fluent in English and Spanish (speaking,
reading, and writing)
Proficient in Japanese (speaking)

Fine Arts + Crafts

Digital illustration (Procreate), Drawing,
Painting (acrylic), Punch Needling, Sticker
Making, Enamel Pin Design and
Manufacturing, Apparel Design

EXPERIENCE

Parallon | Nashville, TN

Graphic Designer (WFH), October 2020 - Present

Works remotely with the small, but highly efficient Creative Services team, which is a part of the Marketing team. Reports directly to the Creative Services Manager. Wears many design hats and works primarily on external facing projects, but also many internal projects, such as: social media graphics for multiple platforms, sales presentations, sales sheets, whitepapers, ABM ads (static and animated), internal reports (Annual Report, Client Highlights Report), art directing and managing photoshoots, brand refreshes, brand guidelines, campaign refresh initiatives, print invitations, HFM Magazine Print Ads, HFM Digital Ads, event booth design, swag, and packaging design. Has also been mentored and learning web + email design with Figma and HubSpot.

Reach Partners, LLC | Nashville, TN

Freelance Graphic Designer, December 2019 - September 2020

Helped rebrand and create new brand standards. Created pitch decks for clients as well as internally-branded decks. Worked on designing sales presentations with PowerPoint for internal and external use, such as Valvoline and Richemont. Also created animations and motion graphics for videos, as well as static designs such as one sheets or social media ads. In charge of branding and creating all graphic materials for their sub-brand Reach XOD.

CSS Industries, Inc | Nashville, TN

Print, Catalog, and Senior Digital Designer, February 2019 - December 2019

Print, Catalog, and Senior Digital designer who helped lead the Nashville creative team and modernize the brand to be more 'in trend'. In charge of creating trend boards and books for other departments and teams to use as inspiration, created videos and animations for internal and external use, and did catalog and editorial design for brands such as C.R. Gibson, Lion Ribbon, and more. Helped to art direct photoshoots to ensure that the creative vision was properly brought to life.

Alecia | Nashville, TN

Junior Designer, August 2018 - December 2018

Worked as a Junior Designer for start-up tech company that brought online video streaming services and shopping together as one (imagine if Netflix and Amazon had a baby). Helped to create all social media assets and ads (both static and animated), brand the company, create brand campaigns, create show posters, and direct promotional videos and photoshoots.

PatientPoint | Nashville, TN

Digital Designer, February 2017 - July 2018

Digital Designer who created hospital signage for both static and animated hospital custom messages, as well as animated advertisements for hospitals and healthcare-related advertisers. Spoke directly to clients and managed multiple projects at a time. Helped the sales team create sales presentations. Created internal, animated infographics which were displayed and run throughout the office as well. Was in charge of creating content for all affiliated hospitals located in Central USA. Worked in a group environment and under tight deadlines.