



JILL SIMPSON

Art Director | Brand Strategist

Dayton, Ohio

937.694.5680

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jillybeancreations.com

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HARD SKILLS

Art direction
Branding & logo design
Illustration
Typography
Packaging design
Web design
Product design & development
Trade show signage & graphics
Image editing
Animation

SOFT SKILLS

Passionate & focused
Team player
Effective communicator
Open-minded
Problem solver
Critical thinker
Curious
Empathic
Adaptable
Volunteer work at cancer fundraisers

Jill Simpson

Art Director & Brand Strategist with 20+ years of experience utilizing strong design skills and brand awareness to manage and develop creative solutions that meet goal objectives and exceed customer satisfaction.

WORK EXPERIENCE

Vivial Media, LLC | Art Director | 2016-2022


- Collaborated with marketing and team copy-writers to create on-brand, visually effective communications across a wide range of print and digital channels (email, web, direct mail, display and social media) resulting increased product sales and website engagement
- Managed multiple deadlines and numerous projects to deliver high-quality creative solutions on time and within budget to ensure successful campaign execution
- Art directed and designed creatives for B2B and B2C digital ad campaigns that resulted in 50% increase in consumer engagement and 20% followers
- Designed and executed monthly themed sales logos, promotional products and in-house graphics/signage for sales team incentives resulting in increased productivity and sales
- Utilized critical thinking and brand awareness to creatively meet marketing brief objectives and deliver stunning visuals resulting in 95% approval rating


Get Well Art | Owner and Visual Designer | 2009-2016

- Created and developed a wellness-related art gift called "My Tree of Hope" *a signable canvas print*
- Converted original painting into digital illustrations to print on canvas and sell as gifts on e-commerce site
- Collaborated with suppliers to design and develop product packaging to keep shipping costs within budget
- Acquired a customer base by selling on consignment to local gift shops and giving in-kind donations to breast and lung cancer foundations
- Designed company website to ensure brand continuity and provide a successful online shopping experience for consumers
- Promoted brand awareness and increased sales with creative product visuals across print and digital marketing channels
- Produced and created product video for social media posts to share the story of the brand and build connections with consumers
- Coordinated and evaluated suppliers by assessing quality and timeliness to maintain business standards and profit margin goals
- Developed and designed note cards called "Greet N Grow" - *infused with wildflower seeds* to send to repeat customers for consumer and brand loyalty




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TOOLS

Adobe Creative Suite:

illustrator

indesign

photoshop

PowerPoint

Slack

Mural

EDUCATION

Miami University
Oxford Ohio

BFA | Graphic Design

Angell-Demmel Inc | Art Director | 2005-2007

- Designed and produced decorative, metal finishes on interior prototypes to sell to high-end, luxury automotive manufacturers
- Project manager of printing process of prototypes for quality control
- Designed and developed promotional products for trade shows for brand awareness increase consumer base
- Produced and edited company product videos to better showcase the artisan studio capabilities and nurture customer loyalty

MeadWestvaco | Graphic Designer | 2004-2005

- Designed and created trend setting package designs, sell tags, labels and brand identities sold in retail spaces
- Coordinated with licensor's to create designs for their specific collection for print on home and office supplies and sold in retail stores

Design Forum | Graphic Designer | 2002-2003

- Collaborated with interior design team to create impactful environmental signage, graphics and illustrations for national accounts (The Dollar Store, Staples, Scott's Lawn and Garden and Marshall's) for improved way finding throughout stores

Van Dyne Crotty | Graphic Designer | 1999-2002

- Designed local company logos for silk screen and embroidery applications on garments and banners for advertising purposes
- Project coordination with subcontracted vendors for improved production process and quality control
- Designed and illustrated T-shirts and banners for the Barry Larkin, Aaron Boone and Sean Casey to help promote their charities

Exhibit Concepts Inc. | Graphic Designer | 1994-1996

- Prepared graphics for trade show booth signage to help promote company brand and draw in customers
- Estimated costs of graphic materials for portable trade show booths for inventory
- Painted watercolor renderings for Kitchen Aid trade show signage for a unique look to their booth at trade shows and entice potential new customers

Holihan and Aukerman Signs | Graphic Designer | 1991-1994

- Logo design and branding for local businesses to increase customer base
- Hand lettered signage for unique aesthetic on customers signage and brand