



# jessica parker

art direction & design from a goal-oriented perspective, creating and maintaining beautiful and meaningful brand experiences

## Skills

### Practical

- Leading Graphic Designers
- Translating brand goals into design directions and successful outcomes
- Directing photo shoots
- Working with stylists and photographers
- Working cross-functionally with a variety of stakeholders to produce consistent and effective results though digital and in-person creative
- Conducting user research
- Prototyping user flows

### Technical

- Expert in Adobe Creative Suite, particularly Photoshop and InDesign
- Proficiency in Sketch and Figma
- Photo editing & retouching

## Education

Juris Doctor, Southwestern University  
School of Law

Bachelor of Arts, Political Science,  
Vanderbilt University

## Hobbies & Interests

Historical research of vintage fashion and architecture (member of the Vintage Fashion Guild)

Writing via **Substack**

Native California **gardening**

**Fostering** dogs for local rescues

Short but sweet **hikes** in my local park

## Work Experience

APRIL 2022 - PRESENT

LOS ANGELES, CA

### Freelance Designer

- Design and refine sitewide experiences for both customers and sellers from a mobile-first, user-centered perspective, working closely with Product Manager and engineering team in Figma as **UX Designer for Thrilling**
- Create packaging, email, social and direct mail for **Little Sleepies**
- Book layout and cookbook design for **Salt & Straw**

OCT 2018 - APRIL 2022

SANTA MONICA, CA

### Art Director at Society6

- Create campaign concepts and visual directions with input from trend forecasting and customer data to meet the goals of the Brand, Merchandising and Marketing teams
- Establish visual guidelines for email, social, OTT, and direct mail marketing
- Organize and direct product and lifestyle photoshoots
- Collaborate with 3D imagery team to provide visual direction for 3D-generated lifestyle and product photography
- Lead Graphic Designers in creating all marketing assets, including on-site, email, social, print, packaging and experiential

JAN 2015 - OCT 2018

SANTA MONICA, CA

### Senior UI Designer at Society6

- Work with the Product Managers and Director of Product to create sitewide UI patterns and iOS app designs
- Collaborate with 3D team to ensure accurate design mapping
- Iterate with Engineering teams to improve site experiences
- Design user flows and experiences informed by qualitative and quantitative data

JAN 2010 - NOV 2014

LOS ANGELES, CA

### Senior Designer at TOMS

- Work with copywriters, art directors and creative directors to design on-brand social, email and on-site marketing assets
- Design landing pages for email and paid campaigns
- Work with Product/UI and Giving teams to create and maintain microsites to convey complicated, in-depth information