



RHODESIA JACKSON

Graphic Designer

CONTACT

📞 508-345-6130

✉️ rhodesia.jackson@gmail.com

🌐 www.rhodesiajackson.com

EDUCATION

Front End Web Development Bootcamp General Assembly

2015-2016

BA, Graphic Design Newbury College

2008-2012

SKILLS

Web Design

Branding

Graphic Design

Typography

Marketing

Adobe CC

Microsoft Office

WORK EXPERIENCE

FREELANCE DESIGNER

2018 - Present

- Create custom visual assets, including logos, color palettes, and typography, to establish strong brand identities.
- Design and develop responsive, user-friendly websites that prioritize both aesthetics and functionality, enhancing the online presence of diverse businesses.
- Manage multiple projects simultaneously, meeting strict deadlines and consistently delivering high-quality design work.
- Leverage a range of design software and tools, including Adobe Creative Suite, WordPress, and Squarespace.
- Stay up-to-date with emerging design trends, technologies, and best practices to continually improve design solutions.

DESIGN AND MARKETING MANAGER

2019 - 2020

THE MUNCEY GROUP

- Ensured brand visuals and voice alignment with company vision and values.
- Supervised website redesign to maintain brand consistency.
- Developed comprehensive marketing campaigns, encompassing content, visuals, landing pages, and emails through Hubspot.
- Collaborated with the social media associate to integrate social media channels into the overarching marketing strategy.

GRAPHIC DESIGNER

2016-2019

EZE SOFTWARE

- Spearheaded the corporate rebranding initiative, encompassing the creation and launch of the company logo, internal brand book, and website.
- Ensured seamless integration of the redesigned brand across all company materials.
- Maintained oversight of the company's adoption of the updated look-and-feel.
- Crafted all visual elements for a 4-day client conference, including comprehensive branding, website design, signage, and 14 PowerPoint presentations.
- Developed and designed email templates for Pardot, employing Adobe Photoshop, HTML, and CSS for enhanced marketing communication.

GRAPHIC DESIGNER

2014-2016

GIBSON SOTHEBY'S INTERNATIONAL REALTY

- Led the overhaul of marketing materials, encompassing internal and external resources.
- Crafted direct mailing booklets utilizing Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.
- Generated compelling infographics and visuals for the company's blog.
- Developed advertisements and open house materials for a diverse group of around 200 agents.
- Designed branding elements for real estate developments, including logo creation, typography selection, and color palette development.