

JESSIE WYLLIE

206.713.2204 | jessiewyliedesign@gmail.com | jessiewylie.com

I am a hands-on creative leader who gives life to ideas from conception to execution by combining business strategy, striking composition, and accessibility. I bring skills that are highly collaborative, empathetic to the customer, and fluent in holistic design thinking.

<p>2017+ Kaiser Permanente Seattle, WA</p>	<p>ASSOCIATE CREATIVE DIRECTOR</p>	<ul style="list-style-type: none"> • Support the Creative Director with oversight of brand standards and strategic visual direction across a variety of media channels • Monitor project quality within teams, review content and strategy • Lead strategic conceiving, presentation, and design meetings
<p>2007-17 Group Health Cooperative Seattle, WA</p>	<p>ASSOCIATE CREATIVE DIRECTOR 2016-17 ART DIRECTOR 2011-16 GRAPHIC DESIGNER 2007-11</p>	<ul style="list-style-type: none"> • Senior designer and art director for an award-winning, in-house creative team • Responsible for developing creative, cost-efficient design solutions for print and web—on strategy, on time, within budget • Provide design direction and support consistent application of visual brand standards • Contribute to continuous improvement of workflow systems
<p>2006-07</p>	<p>GRAPHIC DESIGNER</p>	<ul style="list-style-type: none"> • Contract designer with Aquent.
<p>2002-06 Burley Design Cooperative Eugene, OR</p>	<p>GRAPHIC DESIGNER 2002-06 TRADE SHOW COORDINATOR 2003-05 BOARD MEMBER 2004-06</p>	<ul style="list-style-type: none"> • Conceptualize and organize product photo shoots • Design marketing/promotional items such as ads, catalogs and product packaging • Collaborate with marketing and sales managers on brand management strategies, collateral updates, and market research • Responsible for concept, design and installation of trade show booths • Two-year seat on the Board of Directors. Experience with making company-wide decisions affecting wages, policy, and governance; communications with members, shareholders, and employees
<p>1998-02 University of Oregon Cultural Forum Eugene, OR</p>	<p>OFFICE MANAGER 2001-02 CURATOR, PERMANENT ART COLLECTION 2000-01 VISUAL ARTS COORDINATOR 1998-00</p>	<p>The Cultural Forum is a student-run organization that plans, and promotes visual art and performance events.</p> <ul style="list-style-type: none"> • Team leader: hire, schedule, and supervise employees • Responsible for the preservation of the Erb Memorial Union's Permanent Art Collection, fine art acquisition and loans, and maintenance of inventory database • Organize art exhibitions and events from inception to installment for three campus art galleries • Design marketing and promotional materials, press releases • Perform administrative details such as contract handling, jury selections, and mailing lists

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EDUCATION

1998–2001 UNIVERSITY OF OREGON

BFA in Metalsmithing and Jewelry
Minor in Arts Administration

SCHOOL OF VISUAL CONCEPTS

- 2015 | Email and Lifecycle Marketing
- 2013 | Squarespace in a Day
- 2013 | Building Apps with InDesign
- 2011 | Designing for Mobile Devices
- 2011 | Design & Build HTML Emails
- 2010 | Dreamweaver I
- 2008 | Brainstorming & Creativity
- 2007 | Intro to Building Websites

EXPERTISE

- ART DIRECTION** for creative teams
- VISUAL DESIGN** for digital & print
- BRAND** development & strategy
- STRATEGIC PROCESS** & workflow design
- EVENT** campaign marketing
- B2B & B2C** communications

GUILTY PLEASURES

- Continuing education
- Natural sciences
- Organizing/sorting
- Pinterest
- Building/folding
- E-newsletters
- Making jewelry/DIY
- Window shopping
- Live entertainment
- Lists. Lots of lists

PERSONALITY



SOFTWARE & TECH

