



JESSICA WORRELL

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WORK EXPERIENCE

ART DIRECTOR (Freelance), HC&B Healthcare Communications
Austin, TX; 09/08 - present

- Produced print materials for healthcare clients such as Scott & White, Optima Health, Texas Oncology, Luminex, and KCI.
- Designed ads under supervision of Creative Director
- Developed creative strategies and contributed to brand development among clients
- Manage and maintain graphic files, logos, photos and art
- Prepare and proof files for press

ART DIRECTOR, Sudler & Hennessey (Young and Rubicam)
New York, NY; 03/08 - present

- Acted as art director for Pharma Clients such as Trisenox, Novartis, and Medtronic
- Developed concepts and designed collateral materials, including direct mail, print ads, newsletters, and brochures
- Oversee in-house and new business materials as needed
- Designed and produced a monthly newsletter for Bayer Healthcare
- Developed a creative strategy that directly contributed to S&H winning the new business of Orbit Gum
- Worked as a member across multiple creative groups as needed
- Left S&H due to family obligations out of state

STUDIO ARTIST, MRM Worldwide (McCann Worldgroup)
New York, NY; 08/07 - 03/08

- Produced direct mail pieces for Verizon, Weight Watchers, Army and Exxon
- Built mechanicals for press
- Retouched photos, performed copy edits and comped projects daily
- Worked with minimum supervision as one of the lead designers on the night shift
- Repeatedly met tight deadlines in order to make press on time

PRODUCTION DIRECTOR, NSAC/AAF
San Marcos, TX; 01/07 - 5/07

- Led production team in design and implementation of advertising campaign plans book for the National Advertising Student Competition team.
- Research and development for overall creative strategy for Coca-Cola
- Recognized as the "most-professional" plans book across district competitors.

INTERN, Creative Suitcase

Austin, TX; 11/06 - 5/07

- Assisted creative director in developing creative concepts for local clients
- Had one-on-one training by creative director
- Gained experience designing collateral materials and producing interactive media
- Helped manage new business accounts
- Performed copy edits and prepared files for press as needed.

EDUCATION

TEXAS STATE UNIVERSITY, San Marcos, TX

Bachelor of Arts - May 2007 - Summa Cum Laude
Major in Advertising; Minor in Communication Design

AWARDS & ACTIVITIES

- Graduated Summa Cum Laude
- 2007 Texas State Advertising Student of the Year
- Yellow Pages Association National Creative Competition - 3rd Place
- Kappa Tau Alpha - Top Scholar Award
- Yellow Pages Association National Creative Competition - 3rd Place
- Council of Scholars - School of Mass Communication

SKILLS

- Experience with Mac and PC operating systems.
- Adobe Photoshop, Illustrator, InDesign, Quark, Dreamweaver.
- Excellent sense of design and very detail oriented.
- Recognized as a leader among peers.
- Ability to accomplish tasks both quickly and accurately.