JESS PALEY

GRAPHIC & WEB DESIGNER

CONTACT

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EDUCATION

Kutztown University of Pennsylvania

BFA in Communication Design

Graphic and Interactive Design

Expected Graduation | May 2019

Dean's List | Fall 2015-Fall 2018

TECHNICAL SKILLS

Advanced knowledge in Adobe Suite
Illustrator, Photoshop, Indesign, AfterEffects, Acrobat

Experienced with industry UX / UI programs
Sketch App, Invision, Principle

Proficient in front-end development
HTML5, CSS, SCSS, some experience with JQuery, PHP, Processing and P5

DESIGN STRENGTHS

Creative Concepts

Typography

Brand Identity

UX/UI Design

Front-End Development

Editorial Design & Layout

Craftsmanship

Photography

DESIGN EXPERIENCE

Rohrbach Library of Kutztown University | Kutztown, PA
Graphic Designer | September 2017 - Present

- Design way-finding materials, signage and graphics as part of a system to improve the accessibility of library resources, including vinyl wall and directory graphics.
- Communicate daily with printers to coordinate signage production, layout, and installation of final materials.
- Collaborate with various departments within the library to design web assets and print materials for events such as their Open House and The Human Library.

QVC | West Chester, PA
UX Design Intern | Summers 2017, 2018

- Assisted the UX Design team with various e-commerce projects while participating in weekly staff and task-specific meetings.
- Researched, explored, and designed a possible new UI design for QVC's iOS app as part of an innovation exercise, taking into account ADA compliance and relevant user testing results.
- Created on-brand graphics, as well as UI layout options for an upcoming launch of the PayPal feature.
- Teamed up with fellow QVC Interns as part of the Summer Internship Program to brainstorm, design, and pitch a new retail concept for the company's executives.

VOLUNTEER EXPERIENCE

American Institute of Graphic Arts | Kutztown Chapter
Program Leader | Font Fellows Mentorship Program
Fall 2017-Spring 2018

- Lead and organized the mentorship program for AIGA student members within Kutztown University's Communication Design chapter of AIGA.
- Paired and assigned upperclass design mentors to freshman and sophomore students based on design strengths and interests.
- Planned events and meetings for members that encouraged networking, collaboration, and support among students in Kutztown's AIGA chapter.

Designathon | Kutztown University of Pennsylvania
Spring 2018, 2019

- Kutztown University Communication Design's annual 24-hour event where students and faculty donate their time and resources to design for local non-profit organizations.
- Partnered with a fellow design student to design and code a custom Wordpress site for Replace the Hate, a non-profit group led by design educators that seeks to embrace diversity and combat hate in the community through art.