

JESSICA VERGOTTINI

Art Director

9 Park Avenue, Rutherford, NJ 07070 | (201) 741-1563

www.jessvergottini.com

SUMMARY

A multi-disciplinary designer specializing in **Art Direction**, **UI/UX Design**, and **Front End Development**, I have over 11 years of experience developing numerous projects concurrently from inception to completion and understand that every client deserves specialized attention. Ensuring each project blossoms into something beautiful and eye-catching is my priority. My keen ability to analyze projects from every angle allows me to prioritize and plan each component, ensuring timely delivery without sacrificing quality. When I'm assigned a task, whether personal or professional, it's my sole focus until the client is completely satisfied.

SKILLSETS

| | | |
|-------------|--------------|------------|
| Sketch | Dreamweaver | Word |
| InVision | E-Commerce | Excel |
| Marvel | CSS/CSS3 | PowerPoint |
| Photoshop | HTML/HTML5 | Keynote |
| Illustrator | E-Marketing | Outlook |
| InDesign | Social Media | Mac & PC |

EXPERIENCE

Art Director & Sr. UI/UX Designer • NJ Tech Team

August 2015 - Present • Freelance

- Executor of all Digital Marketing, Art Direction and Web Development projects on behalf of the firms vast list of notable area clientele including *Brix City Brewing, Canete, RFS Commercial, Bergen Catholic High School, GMA Sales Inc., Lanzo Plumbing* plus many more
- Front End Developer with a primary focus on web responsive design for all informational and e-commerce websites
- Shopify e-commerce platform & plugin expert
- UI/UX design and research responsibilities include creating target market Persona Profiles, Feature Prioritization, Card Sorting, A/B Testing and the organizing of information architecture for all web related projects
- Hiring and managing additional designers & developers when necessary
- Execution of all marketing collateral on behalf of the firm including the design and development of their responsive website, business cards, flyers, e-marketing campaigns, social media management and advertising
- Responsible for client pitches including the build out of proposals and contracts

Digital Marketing Director & IT Strategist • The Goldstein Group

January 2013 - Present • Paramus, New Jersey

- Coordinate, manage and design all company related marketing collateral and creative designs on behalf of the company. This includes but is not limited to flyers, mailers, brochures, banners, tradeshow graphics, exhibits, e-marketing blasts, social media marketing, advertisements and press releases.
- Brand developer of new sub-division: TGG Urban
- Develop and design new web responsive homepage

JESSICA VERGOTTINI

Art Director

9 Park Avenue, Rutherford, NJ 07070 | (201) 741-1563

www.jessvergottini.com

- Manage and update property listings across all outlets including brochure, website, Loopnet, CoStar, e-marketing blasts, and master lists
- Photograph and color correct all staff headshots
- Author bi-weekly Press Releases and distribute them to their respective media lists and web forums
- Keep all Social Media pages up to date with the latest news, property exclusives, press releases and other firm related announcements
- IT Strategist responsibilities include solving many technical issues that arise, or when necessary, responsible for delegating them to their appropriate vendors
- Supervise staff of Marketing interns in their day to day tasks

Office Manager & Assistant Graphic Designer • HDR Inc.

July 2008 - January 2013 • New York, NY

- Design/Marketing responsibilities include setting up and modifying PowerPoint presentations as well as putting together and finalizing company & project branded publications by utilizing Adobe InDesign and Photoshop
- Answer constant stream of phone calls and traffic of employee requests regarding phones, supplies, procedures, rubber stamps, printing, general problems, etc.
- Mail and package deliveries, process outgoing mail, UPS, and FedEx packages.
- Order and stock office and drafting supplies
- Employee set-up (pre-coordination of incoming employee, set-up of workspace, send various related e-mails)
- Program phones after employee moves and departures.
- Coordinate operation of loaner digital cameras, and computer projectors (including charging batteries, troubleshooting problems, downloading cameras, ordering missing cables, etc.)
- Review invoices and resolve all billing issues.
- Responsible for providing Construction Administration to the Project Manager/Architect.
- Create and upkeep filing system of all Construction Administration documents and samples.

Graphic Design Intern • Advance Digital

June 2007 - August 2007 • Jersey City, NJ

- Designed still and animated digital ads for a variety of retailers for home furnishings, hotels/resorts, automobile dealerships, sporting goods, upcoming special events, and other various goods and services.
- Print designs included newspaper ads, and sales support flyers.
- Designed websites and website design elements including flags, promos, and mastheads/banners
- Photo retouching and color correction

EDUCATION

The Art Institute of Pittsburgh

Bachelor's Degree

Graphic Design

2008-2013

General Assembly

Certification

UX Design Circuit

2017-2018

JESSICA VERGOTTINI

Art Director

9 Park Avenue, Rutherford, NJ 07070 | (201) 741-1563

www.jessvergottini.com

TESTIMONIALS

VINCENT GAREFFA | Founder, NJ Tech Team

"Jess is a pleasure to work with, she has been my right hand since NJ Tech Team was founded. Time and time again Jess takes on what seems to be an impossible task and comes through with amazing work. Not only does she do amazing work but her attention to detail, task management and always on time schedule are really impressive. I'm glad I get to work with such a talented person day in and day out and am able to watch her work skills grow to the next level."

LORNA KLEIDMAN | Founder, KettleX® and SPRY® Yoga Fitness and Education

"I've found the most creative and dependable web designer in Jessica. Having hired Jessica 9 years ago for a logo design, it quickly became clear that she was highly knowledgeable in many areas including social media, marketing, ecommerce and web design, the latter of which I had experienced a nightmare scenario with a large design firm. Jessica not only helped identify and fix the issues with my site, she's also created a new, gorgeous and effective site with ecommerce for my second brand, which I'm very proud of. Jessica is an incredible asset to my business as well as my peace of mind. I value her input, creativity and efficiency to each and every task. Her diligence is matched by her desire to see her clients succeed. I feel very fortunate to have her as a business ally and recommend her highly for all the services she provides."

JOE DELCALZO | Founder, Brix City Brewing

"We have been working with Jess for about two years now and have had nothing but a great experience. Her creativity with our labels is unmatched, especially when our team can't figure out a direction to go with when it comes to the artwork. She is also extremely prudent and timely with getting our labels back. In an industry like ours where we decide two weeks before a beer is released what the name is, it is comforting to know that Jess is going to get us back something within a day or so with no mistakes. She is also very understanding and helpful when dealing with the Company that prints our Labels and makes the transactions go very smoothly. Before Jess our labels looked unprofessional and we didn't have another person to rely on for creativity. Since we started working with Jess, we have not had either of those problems."

RACHEL TENDERENDA | Office Manager, RFS Commercial, Inc.

"Jessica is one of the most creative and savvy professionals I've ever had the pleasure of working with. RFS Commercial, Inc. trusted Jessica with revamping an entire website and creating trade show pop-up banners for our company. Not only were her designs directly on point with our vision, but her exceptional rapidness with getting the product designs to us were beyond impressive. Jessica is professional in her demeanor in every aspect. There is no design or concept too complicated for Jessica, and I truly look forward to working with her on future projects."

SOHEILA LOEFFELMAN | Owner, MasterPak, Inc.

"We hired Jess in the Summer of 2017 to overhaul our ecommerce website which was no longer working and outdated. From the start, Jess made recommendations on design and functionality that assured us the new website would not only be aesthetically beautiful but also, user-friendly when handing it off to us upon completion. Jess made the process seamless and was available to answer any questions or concerns we had in a timely fashion. We are thrilled with our new website and her recommendations allowed us to save money and time when processing online orders. She even included a complimentary Mailchimp setup that she integrated into the website where we can now send emails to our customers and target market."