

# JESSICA BLOMSTROM

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Over six years of in-house as well as freelance graphic design work have given me a passion for unique branding, inspiring campaigns and engaging design.

## EXPERIENCE

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### Graphic and Web Design Manager

July 2012 - Present

Sports Basement, San Francisco

Responsible for all graphics produced for the company, from truck wraps and trifold to tee shirts and in-store posters. Creates and manages the online presence of the brand through web design, newsletters and social media campaigns.

### Copywriter & Web Production

Aug 2009 - July 2012

Sports Basement, San Francisco

Defined the brand's online voice through copywriting, editing and design. Assisted online customers via phone and email, and wrote templates for on-brand customer interaction.

### Freelance Writer and Editor

Oct 2011 & Nov 2012

Paizo Publishing and Sean K. Reynolds Publishing

Contracted as an editor for a tabletop roleplaying game company, and then as a writer for a nationally recognized game company.

### Freelance Designer

2007 - Present

San Francisco

Contracted design work across a wide range of industries. I've designed tee shirts, web and print ads, posters, websites, book covers, logos, icons, board games and more. I've also worked on two feature length films, designing titles and adding visual effects.

## SKILLS & EDUCATION

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- Adobe CC Suite (PS, AI, ID, AE)

- Microsoft Office

- Google Analytics

- Facebook/Twitter Analytics

- Wordpress

- HTML & CSS

- UC Santa Cruz 2006-2008 (Fine Arts)

- General Assembly ongoing

- lynda.com ongoing

- CodeAcademy ongoing