



JESSICA STROHECKER

DESIGN EXPERIENCE

Mirum Shopper, Chicago, IL

Freelance Designer October 2018 - Present

- Helped create prototypes for various design pitches
- Created social posts and emails from concept to handoff for Unilever brands such as TRESemmé and Dove

Newell Brands, Chicago, IL

Graphic Designer August 2017 - September 2018

Graphic Design Intern May 2017 - August 2017

- Worked alongside cross functional teams to create packaging from concept to production stage for Coleman, Bubba, and Nuk products
- Helped direct photography team to execute design intent for packaging
- Created kids patterns for Puddle Jumper life jackets and Contigo water bottles while following design trends

Spoto Interactive, Kutztown, PA

Interactive Design Intern March 2017 - May 2017

- Created wireframes and prototyped a new app interface
- Designed ads for new Nikon camera release

LEADERSHIP EXPERIENCE

Kutztown Field Hockey Team Member 2013-2016

Honors

- Senior Scholar Athlete of Year Nominee 2017
- Selected MVP 2016
- All PSAC Second Team Selection 2016
- All PSAC Senior All Star Selection 2016
- NFHCA Division II National Academic Team Award 2015
 - Highest GPA in all Division II Programs
- PSAC Scholar Athlete 2013-2015
- D2ADA Academic Achievement Award 2014-2015
- Gladiator by SGI/NFHCA National Academic Squad 2013-2015

SKILLS

- Fluent in Adobe Creative Suite (Ai | Ps | Id), Keyshot and SketchUp
- Skilled with wireframes, mockups HTML/CSS, SASS, UX/ UI and JQuery
- Familiar with Sketch, After Effects, JSON, AJAX, Processing, p5 and PHP
- Experienced with digital photography and hand-done type
- Thrives in fast paced environments and meeting deadlines

EDUCATION

B.F.A. Kutztown University of Pennsylvania
Kutztown, PA

Major: Communication Design

Concentrations: Interactive and Graphic Design

Graduated: May 2017

GPA: 3.82

Dean's List Spring 2014 - Spring 2017

AWARD / SCHOLARSHIP

Senior Interactive Design Nominee

Spring 2017

Mumedi International Poster Competition

Finalist Fall 2015

- Selected as 1/400 finalists out of 22,000 entries from professionals and students worldwide

VOLUNTEER EXPERIENCE

Boys and Girls Club, Philadelphia, PA

Summer 2016

Designathon, Kutztown, PA

Spring 2015

Women in Sports Day, Kutztown, PA

Spring 2014 and Spring 2015

OTHER EXPERIENCE

Leap & Learn Child Care Center, Fleetwood, PA

Teacher's Aide May 2016 - March 2017

Nanny, Enola, PA

Seasonally 2014-2016

JDK Catering, Camp Hill, PA

Server May 2014- August 2014

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