

Author of prose, fiction, and screenplays. Published poet. Writing group leader. Editor and publisher. Senior designer and visual storyteller with over 12 years in print, social media, and design in the digital space. Illustrator and typographer. Comic book creator.

JESSE CAVERLY

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view portfolio here



SKILLS AND TALENTS

ART DIRECTION

BRAND MANAGEMENT

VISUAL DESIGN

PRESENTATION DESIGN

USER EXPERIENCE

TYPOGRAPHY

ILLUSTRATION

IDENTITY & MARKETING

*PRODUCTION
MANAGEMENT*

PROGRAMS

ADOBE CREATIVE SUITE

INDESIGN

PHOTOSHOP

ILLUSTRATOR

SKETCH

XD

KEYNOTE/POWERPOINT

REFERENCES

Frances Marvel
frances.marvel@vistage.com
(760) 805-5076

Micheal Motley
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2022

HOLLY YASHI

*VISUAL DESIGN / PRINT / EMAIL
CAMPAIGNS*

Legacy jewelry company located in Arcata, California. I designed everything from print catalogs to eblasts and other collateral, both online and in print. I also wrote a few white papers to direct their brand from legacy to lifestyle, and from lifestyle to luxury.

2021

PAYPAL

*VISUAL DESIGN / WEB / MULTI
MEDIA*

As a Freelance Designer I created everything from landing pages to animated online ads.

2019

MONTESQUIEU

VISUAL / PRINT / SOCIAL MEDIA

As Lead Designer I created everything from wine labels to web banners to email campaigns. As the company was gearing up to launch a wine club, I was tasked with developing engaging user experiences for their clientele. With the winery expanding it's digital footprint, every day was a new challenge in thinking of how to reach the wine buying public.

2015 - 2017

BLAST MOTION

VISUAL / PRINT / SOCIAL MEDIA

As Senior Designer I created web banners, digital ads, print ads, & social media posts for Blast's three channels: softball, baseball, and golf. I maintained brand standards across all applications of design, and performed photo correction & art direction on photo shoots.

2009 - 2015

BRIDGEPOINT EDUCATION

*VISUAL DESIGN / ILLUSTRATION /
BRAND MANAGEMENT / PRODUCTION
MANAGEMENT*

I designed social media campaigns to boost the university's digital presence and increase enrollment. My work doubled the conversion rate and tripled the department's budget. I also worked on the Forbes' Mentor Week initiative, an interactive online mentorship in partnership with Forbes School of Business.

As a manager of a team of production artists and designers, I kept the team inspired and created various design protocols for them to follow as well as brand standards to adhere to.

I art directed photo shoots to generate the company's own stock photography.

2007 - 2010

NINA TEMPLE DESIGN

DESIGN / ART PRODUCTION

Performed logo research and development and design for everything from DJs to tech startups.

Created layout and design for print including brochures, newspapers, and billboards.

2004 - 2008

MOTLEY DESIGN

*LAYOUT & DESIGN / ART DIRECTION /
ILLUSTRATION*

Created layout and design for several magazines. One was an art journal, which required leaving the artwork free of the usual designer-ish elements we designers love to use - so I developed a crisp and clean style of design that drove magazine sales up. It was a learning experience that has better informed my UX and digital design today.

Created layout and design for brochures and print ads for the Georgia O'Keefe Museum.
