

JESSI PUTNAM

GRAPHIC DESIGNER

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Rochester, NY

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WORK EXPERIENCE

Partners & Napier

Senior Art Director | 2022–Present

Art Director | 2017–2022

My principal role at Partners + Napier is focused on our client Constellation Brands, Inc., a multi-billion dollar company in the beverage alcohol space. I serve as the lead designer for Double Diamond Wines and Austin Cocktails and provide support for several other brands owned by Constellation. My work has spanned high-end print pieces, in-store displays, web design, and more. I also lead our eCommerce team and approve all digital sales creative. Prior to my work on CBI, I was the lead designer for Excellus BlueCross BlueShield and their sister company, Univera Healthcare, where I produced the majority of their marketing materials and spearheaded a complete refresh of the Univera brand. In addition to my creative responsibilities, I also lead the community outreach portion of DE+I efforts at Partners + Napier. In this role, I helped developed a program offering pro bono design services for women- and minority-owned small businesses in Rochester.

Roberts Communications | 2016–2017

Associate Art Director

In my time at Roberts Communications, I was the lead designer for Excellus BlueCross BlueShield, a role I maintained when we were purchased by Partners + Napier. I also developed multiple pieces for the tech giant Xerox, most notably a series of app samples that leveraged their new, cutting-edge ink technologies. I also had the opportunity to redesign our company website and evolve our brand look and feel. I created custom graphics and illustrations, directed employee photography, and worked closely with our digital team to develop the new site.

Catalyst | 2015–2016

Visual Designer

As the sole designer at Catalyst, I held a wide variety of responsibilities. I conceptual and executed the design work for all of our clients, including AAA, ACI, Kroger, and Valvoline. I also led a rebranding of the agency itself, designing a new website, internal marketing materials, and self-promotional pieces. Catalyst is also where I gained extensive experience in Customer Journey Mapping, participating in the research process and focus groups, as well as creating the maps themselves.

EDUCATION

Bachelor of Fine Arts in Graphic Design

State University of New York at New Paltz

Class of 2015

SKILLS

Software | InDesign, Illustrator, Photoshop, Word, Excel, PowerPoint, Keynote, G Suite, After Effects, Premiere Pro, Wordpress, Square Space, Finalcut Pro, Digital Publishing Software

Other | User Experience Design, Customer Journey Mapping, Packaging Design, Print Production, Web Design, Digital Illustration, Book Design, Installation Display, Fine Arts, Photography, Photoshoot and Video Art Direction, Hand Lettering, Copywriting, Social Media, Public Speaking, eComm Creative, Creative Problem Solving