






# RONNA JACKSON

## Graphic Designer

### CONTACT

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(123) 456-7890   
Denver, CO   
[My portfolio](#)   
[LinkedIn](#) 

### EDUCATION

B.F.A.  
Visual Arts  
University of Chicago  
Chicago, IL  
2012 - 2016

### SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe InDesign  
Adobe Premiere Pro  
Facebook / Instagram / TikTok  
HTML/ CSS  
Microsoft Word / PowerPoint

### CAREER OBJECTIVE

Experienced graphic designer excited to help Yelp expand their social media engagement with captivating video and static assets. Technical expertise and outside-the-box thinking have made me a valuable addition to creative teams throughout my career.

### WORK EXPERIENCE

#### Graphic Designer

Mozilla / 2019 - current / Denver, CO

- Worked with editorial, product marketing, social and creative teams to design marketing video assets which improved ad performance by 17%
- Created graphic design standards for motion graphic assets which improved brand consistency for 4 separate teams
- Integrated music, voice over, and sound effects to enhance video content
- Designed over 100 static and video assets utilizing different styles and approaches, nearly all of which were included in public campaigns

#### Graphic Designer

Carta Healthcare / 2016 - 2019 / Austin, TX

- Collaborated with Marketing, PR, and Social Media teams to design graphics which helped increase social engagement by 35%
- Designed original graphics for use in a public health campaign, which reached over 10,000 people
- Mentored and lead a small team including a Junior Graphic Designer and Videographer
- Utilized HTML and CSS to create a mock highlighting custom graphics for a product that launched to over 2,000 hospitals

#### Graphic Design Intern

Emanate / Summer 2015 / San Francisco, CA

- Developed concepts and designs for 12 clients (including consumer products, electronics and enterprise technology) utilizing Adobe Photoshop and Illustrator
- Created design elements for and edited PowerPoint presentation given by the CEO to shareholders and the entire 40-person company
- Designed visual content for Facebook and Instagram posts, which in total received over 1,400 points of engagement