

JESS ASTRELLA

illustrator & graphic designer

hello@jrocro.com jessastrella.com p. 503 481 1740 she/her



- AREAS of FOCUS**
- Designer with a talent for the fine arts (painting/drawing/calligraphy) as well as their digital applications
 - Takes particular pride in an ability to translate client vision into a cohesive visual experience
 - A career throughline of designing pieces for print of all sizes & formats
 - 2023 Focus: Presentation design, visual brand kits, and working on a children's book of my own

PROFICIENCIES Adobe Creative Suite | Procreate for iPad | Google Workspace | Figma | Asana | Squarespace

JROCRO STUDIO / FREELANCE

Illustrator - Graphic Designer (2014 - today)

AUSTIN, TX | PORTLAND, OR

JRoCro.com @J_Ro_Cro

SELECT CLIENT LIST: Starbucks, Vital Farms, Truvani, David Yurman, Career Contessa, Paper Epiphanies, Hive Baby Boutique, Craft & Boogie

- Design & produce artwork, illustrations, print materials, brand collateral, spot calligraphy + lettering across a range of deliverables for social media content, email distribution, print advertisements, signage and packaging
- Concept, iterate, and execute visual brand identities for clients, providing full brand asset kits and brand guidelines documents
- Create beautiful presentations for brands and businesses to communicate a large volume of information and big ideas cleanly
- Collaborate joyfully and communicate thoroughly with clients to achieve business goals and hit deadlines
- Produce my own greeting cards, art prints, portraits, and a wide range of custom commission original artwork offerings
- Developed and maintain my own brand, website, & workflow, as well as templates for client review & approval processes in Google Workspace

BOARDING SCHOOL COLLECTIVE

Founder - Creative Director | Principal Designer

AUSTIN, TX | PORTLAND, OR

BoardingSchoolCollective.com @BoardingSchoolCo

- Established in 2016 to service a niche in the booming luxury wedding industry in Austin, Texas
- Created cohesive visual identities, luxury paper goods, invitation suites, & unique signage for 100+ clients
- Collaborated with world-class industry wedding planners, photographers, florists & venues on tight timelines to achieve business goals
- Honored with regular features in industry leading publications | *list and links available upon request*
- Skilled in executing, identifying, incorporating & articulating client's vision across digital, print pieces, & event signage for a cohesive experience
- Managed a workflow of contractors during busiest seasons, empowering them to execute for our clients using their own talents
- Communicated business needs & orchestrated orders with print vendors, plastics, lumber, paper, & textile suppliers

IGN ENTERTAINMENT

Sales Coordinator (2010-2011) | Account Executive (2012-2013)

NEW YORK, NY

- Partnered with team of sellers to: develop sales pitches; brainstorm custom graphic & editorial executions; lead client/agency relations & entertainment; create pitch and wrap-up decks
- Managed campaigns up to \$1.25M for top tier advertisers | Select Client List: Sprint, Samsung, Unilever, Wendy's, Coca-Cola, P+G
- Mastered the usage of complex software in a short time frame including Oracle, iDesk, VendorPortal, Atlas, DFP, MediaVisor
- Won a company-wide innovation contest in an effort to solve a complicated and inefficient billing+ invoicing practice
- Promoted to sales role (Jan 2013) for exceptional performance as an Account Coordinator (new role included all prior duties)

EDUCATION

University of Oregon: 2004- 2008

Robert D. Clark Honors College; GPA 3.5

B.A. in Political Science; Minor - Business Administration; Art Major dropout :)

EUGENE, OR