JESS WEIDA

5223 Market St., Oakland, CA | jessweida.com | j.weida@mac.com | 415-278-1168

EXPERIENCE

2013–2017

CREDO MOBILE SAN FRANCISCO, CA
Design direction, brand execution, project management of both print + digital marketing campaigns, including social media; art direction + design mentorship; collaboration with internal design team and marketing partners

2001–present

J.WEIDA DESIGN BAY AREA / CHICAGO / AUSTIN
Print design, interactive design, identity development, illustration and project management for a range of individual clients, agencies and small studios

2010–2011

PIVOT DESIGN CHICAGO, IL
Design, brand execution and project management for B2B and healthcare clientele

2008

OBAMA FOR AMERICA CHICAGO, IL
Design and brand execution for Barack Obama's historic presidential campaign

2006–2008

EURO RSCG WORLDWIDE CHICAGO, IL
Art direction and design; collaboration with Writers and Creative Directors for advertising and direct marketing campaigns

1999–2001

DESIGN EDGE AUSTIN, TX
Web site and interface design and development, identity development, collateral design and illustration; project coordination and management

1998–1999

BAH! DESIGN AUSTIN, TX
Identity development, collateral design, direct mail, internal communication items and packaging projects; illustration

1997–1998

WARD CREATIVE COMMUNICATIONS HOUSTON, TX
Design and production of collateral, corporate ID, direct mail and advertising pieces for consumer and B2B clientele; project coordination

AWARDS

2008 — **THE SOCIETY OF TYPOGRAPHIC ARTS** | Chicago Design Archive

2002 — **DSVC, THE DALLAS SHOW** | Merit Winner

2002 + 2001 — **AIGA AUSTIN** | Top Dog Award

2002 + 2001 — **AUSTIN ADFED ADDYS** | Silver Award

2001 — **SXSW INTERACTIVE** | Web Award Winner

2002 + 1998 — **ADCH, THE HOUSTON SHOW** | Excellence Award

PUBLICATIONS

2010 — **DESIGNING OBAMA** | Art & Design Compendium

2002 — **HOW MAGAZINE** | Interactive Annual

2002 — **STEP-BY-STEP GRAPHICS** | Design Annual

EDUCATION

ALFRED UNIVERSITY | New York State College of Ceramics
Bachelor of Fine Arts in Graphic Design; Minor in Art History

SKILLS

DIGITAL | Adobe CC, Sketch, MS Office, Adobe After Effects

ANALOG | Drawing and illustration, variety of media

References available upon request.