



Jessica Palagye || Art Director || Senior Graphic Designer
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professional experience

Old Westbury Golf & Country Club, Old Westbury, NY
Communications Liaison/Graphic Designer 8/2015 - Present

Lead the conceptualization, design and creation of in-house promotions and advertisements for member exclusive events, including event fliers, posters, table tents, monthly newsletter, web banners and internal ads. Manage, create and utilize email templates, write copy and schedule email blast communications with the membership. Maintain the Club website. Create weekly and assorted themed dining menus. Coordinate imagery for digital displays. Organize, edit and post photos. Manage Social Media presence on Facebook, Instagram and SnapChat.

Be* Marketing, Bayshore, NY
Freelance Graphic Designer 5/2015 - 8/2015

Designed and laid-out various printed and digital materials for an array of clients, as well as prepared files for production. Conceptualized and created logos, followed brand guidelines, and revised files to follow consistent design standards.

Old Westbury Golf & Country Club, Old Westbury, NY
Part-Time Graphic Designer 9/2012 - 8/2015

Designed all in-house graphics, including event fliers, posters, table tents, monthly newsletter, web banners and internal ads.

East Coast Cycle Supply, Farmingdale, NY
Senior Graphic Designer 12/2012 - 05/2015

Designed bicycle graphics and color schemes as solo items or in bicycle product lines based on research of current trends. Designed lacrosse and other sports team uniforms; set up uniforms for print production. Designed ads for bicycle storefront to be used in-store and on the website. Designed and created weekly email blasts and monthly newsletters. Designed branded websites using Muse.

Scott Cooper Associates, LTD., Syosset, NY
Junior Art Director/Graphic Designer 8/2010 - 12/2012

Designed brochures, stationary, landing pages, web banners, and packaging. Laid-out ads, photo manipulation, created templates and mock-ups. Ensured projects were print-ready before production. Maintained creative supplies and in-office Xerox printer.

Slightly Mad Communications, Northport, NY
Summer Intern 5/2009 - 8/2009

Designed business cards and invitations. Created competitive analyses and PowerPoint presentations. Researched products, clients, competitors. Assisted TV spot shoot.

L.F. O'Connell & Associates, Islip, NY
Summer Intern 5/2008 - 8/2008

Helped design printed materials. Assisted in keeping consistent design standards on extended pieces. Edited copy. Printed, cut, mounted, and created mock-ups.

summary

With a design career spanning over 12 years across multiple industries, I have gained an in-depth understanding of my own abilities and solidified my design aesthetic, as well as becoming proficient at adapting my creative thinking to produce the best solution for any given project.

education

Syracuse University
Syracuse, NY
BFA Degree, May 2010
Advertising Design
Magna Cum Laude

software

Fluent:

InDesign || Illustrator
Photoshop || Word
Acrobat || ClubEssential

Familiar:

PowerPoint || Publisher
Wordpress || Prezi
Canva || Excel || Magento

skills

Graphic Design
Art Direction || Branding
Typography || Advertising
Proofreading || Copywriting
Print Production || Sketching
Teamwork || Multitasking
UX/UI || Digital Design