

# JAYCE WALKER

www.jaycewalker.com  
13980 SE Linda Ln  
Beaverton, OR

## SUMMARY

Creative and humble designer with more than seven years of professional and freelance experience, creating eye catching and result oriented creative solutions for all media types.

## EDUCATION

BFA Graphic Design, 2010  
Indiana University Bloomington, IN

B.S. Informatics, 2006  
Indiana University Bloomington, IN  
Minors: Telecommunications & IT

## DESIGN SKILLS

### *Design Knowledge:*

InDesign, Photoshop, Illustrator, Flash, Dreamweaver, Premiere, Mag+, Screen Printing, Letterpress, Bookmaking  
Microsoft Office, Email Marketing Platforms

### *Web Development:*

HTML, CSS, PHP, Drupal  
(frontside design/development)

## FREELANCE

Inkstained Creative  
La Fountain Herbal  
Pure Traditions  
Big Jim Small World  
Wild Mountain Paleo

## CONTACT

jayce@jaycewalker.com  
317.514.7619

## PROFESSIONAL EXPERIENCE

### *Aveda Institute Portland & Dosha Salon Spa* / Creative Director / Current

Creative director for two beauty schools and six salon locations, Aveda Institute Portland and Dosha Salon Spa | www.avedapdx.com and www.dosha.org

- Roles: Creative Director, Graphic & Web Designer, Photographer & Production
- Manage a highly efficient marketing department, designing and hand producing all campaign materials across numerous medias including email, web, print, large format, & environment retail displays.
- Email marketing platforms including Constant Contact & Demandforce.
- Handle marketing relationships & contracts for local magazines & vendors.
- Retail advertising, environment design, magazine advertisements.
- Hand produce monthly marketing packages, coupons, business cards, flyers, retail/environmental displays, and event materials all in-house.
- Created and implemented marketing production in-house, including high end large format and professional printers to cut marketing costs for both companies, creating savings for the annual marketing budget.

### *Rodney Lough Jr.* / Lead Graphic Designer / 03.13 - 10.13

Lead designer for creation of all marketing materials for three photography galleries and two websites - www.rodneyloughjr.com and www.standhere.net

- Designed print materials; including banners, handouts, and brochures.
- Managed graphic updates for both company websites along with multiple social media outlets as well as email marketing campaigns.
- Edited and color corrected large scale photography.
- Trained two junior designers on production work, brand guidelines, color profiles, general office practices and photo editing techniques.
- Worked with outside vendors and printers on a weekly basis.
- Provided creative and branding direction on daily basis.

### *WalnutStudiolo.com* / Contract Manufacturer & Designer / 11.11 - 3.13

Manufactured and designed leather goods from conceptual drawings to finished products in a two person leather studio. www.walnutstudiolo.com

- Helped raise significant start-up money for a product via Kickstarter.

### *Knit Picks & Connecting Threads* / Graphic Designer / 04.11 - 11.11

Worked within the marketing team to create graphics for online and print marketing. www.knitpicks.com & www.connectthreads.com

- Followed specific identities to create web graphics for both Knitpicks.com and Connectingthreads.com.
- Organized & collected information to design weekly email marketing campaigns for both KP and CT brands.
- Designed Knit Picks print advertisements for popular knitting magazines and maintained magazine relationships.

### *Performer Magazine* / Freelance Graphic Designer / 09.10 - 11.10

Designed text layouts and full page spreads for CD reviews, artist reviews, advertisements, and full two page spreads for various known and up-coming artists.

### *School of Informatics and Computing* / Creative Director / 07.07 - 07.10

Developed all marketing materials and promotions from conceptual stages to final designs for multiple departments within SoIC.

- Managed multiple daily and long term projects to meet personal and mandatory deadlines.
- Presented and collaborated on ideas, re-designs, and usability testing for the new SoIC website alongside IU Creative Services.
- Collaborated with faculty, staff and students to create graphic solutions for various medias and outlets.