

JESSICA CLEMENTS

CREATIVE DIRECTOR | BRAND STRATEGIST | GRAPHIC DESIGNER

425-270-7194

jessicaclements.net/mywork

design@jessicaclements.net

Seattle Metro Area

MY PROFILE

Senior designer and creative director with 10+ years of experience delivering premium, brand-aligned creative across financial services, professional services, and technical industries. Known for transforming complex information into clear, compelling visuals and managing high-volume workflows without sacrificing accuracy or detail. Strong in presentation systems, print + digital campaigns, and maintaining visual integrity across enterprise-level brand structures.

EDUCATION

2011 - 2013

Washington State University

B.A. Digital Technology & Culture

Areas of focus:

Graphic Design, Fine Arts, Professional Writing

SKILLS

Creative leadership: 9+ years

Brand & identity systems: 10+ years

Visual design: 10+ years

Graphic design: 10+ years

Presentation design: 10+ years

Typography: 8+ years

Art direction & management: 8+ years

Print production: 10+ years

Concept development: 8+ years

Team collaboration: 10+ years

Copywriting: 10+ years

TECHNICAL

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Premiere Pro

Presentation: PowerPoint, Google Slides

Project management: Wrike, Smartsheet, Basecamp, Dubsado

Digital tools: Canva, Figma, HTML (basic)

Platforms: Mac + PC

RELEVANT INDUSTRIES

Financial services, professional services, engineering, construction, architecture, energy, higher education, public utilities, nonprofit, real estate, small business, public officials, artisan trades, and growing.

WORK EXPERIENCE

CREATIVE DIRECTOR / BRAND & GRAPHIC DESIGN STRATEGIST (FULL-TIME)

Clements Design, LLC DBA Pivvot Branding | 2022 - Present

- Lead creative direction, brand development, and end-to-end design execution across multiple industries.
- Develop complete brand systems, multi-channel campaigns, and premium presentation decks.
- Oversee production quality, visual standards, and client communication.

FREELANCE GRAPHIC DESIGNER (PART-TIME)

Clements Design, LLC DBA Pivvot Branding | 2018 - 2022

- Designed print and digital marketing materials for small businesses and agencies on a project basis.
- Provided branding, layout, and presentation support for diverse industries.
- Delivered production work, social graphics, and collateral aligned with existing brand systems.

SENIOR GRAPHIC DESIGNER (CREATIVE LEADERSHIP)

Evergreen Home Loans — Bellevue, WA | 2017 - 2022

- Sole in-house designer responsible for entire brand identity, visual direction, and marketing output.
- Designed multi-channel campaigns across print and digital: brochures, flyers, direct mail, landing pages, social ads, and executive presentations.
- Built and enforced brand standards across 60+ branch locations and internal teams.
- Produced high-level presentations for sales leaders, executives, and corporate strategy initiatives.
- Managed vendor relationships and ensured prepress accuracy for all printed materials.
- Delivered 20–25+ creative assets monthly while maintaining premium visual quality and compliance alignment.
- Managed freelance designers and projects.

FREELANCE GRAPHIC DESIGNER

Creative Circle — Seattle, WA | 2018 - 2024

- Designed digital and print marketing assets for financial services, public utilities, architecture, tech, and marketing agencies.
- Produced high-impact presentations for C-suite audiences, investors, and strategic communication initiatives.
- Supported rebrands, production design, and new creative direction across multiple organizations.
- Delivered clean, brand-consistent design within existing systems and templates.

ADVERTISING DESIGNER (CREATIVE LEADERSHIP)

Sound Publishing, Inc. — Everett, WA | 2015 - 2017

- Trained and helped supervise a team of 20+ designers, improving workflow efficiency and accuracy.
- Directed production of print and digital advertising across 30+ publications.
- Built custom ad creative, logos, and visual branding for diverse clients.
- Strengthened team quality control and ensured all assets met publication standards.