



Jessica Van Horn

Graphic Designer

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Hey there!

My name is Jessica Van Horn and I'm obsessed with innovating new ways of creating amazing content that's absurdly useful and effective based on unique creative concepts.

I am a graphic designer and photographer based out of Kansas City, Missouri and I just graduated from Southern New Hampshire University, Magna Cum Laude. Through my schooling, I've become experienced with the Adobe Creative Suite including Illustrator, Photoshop, and InDesign, and have also learned a great deal about HTML, CSS, and Content Management Systems like WordPress.

I'm creative, thoughtful, project-oriented, detailed, and a quick study. I work extremely well on teams and love to experiment and explore the intersection of art and technology. Other skills include extensive experience using social media platforms including Facebook, Twitter, LinkedIn, LinkedIn Recruiter, Google+, Bullhorn Reach, Instagram, HootSuite, and Tumblr.

Amethyst Bay

Inspired by personal photographs, I used Adobe tools to design a magazine ad and digital banner for Amethyst Bay, a luxury resort in St. Thomas. Integrating peer feedback, I balanced typography and images to capture the resort's tranquility and luxury. The final designs, reflecting attention to detail and technical skill, were converted into appropriate formats for both print and screen publication.

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AMETHYST BAY
Resort & Spa

Go Ahead & Make Them **JEALOUS!**

Come experience the beauty of St. Thomas at the luxurious
Amethyst Bay Resort & Spa!

Book a **5 night stay with up to 2 full resorts**
our exclusive **Beach Excursion!**

This Package Includes:

- Transportation by car from St. John to Amethyst Bay Resort & Spa
- Full drink package including soft drinks and alcoholic beverages
- A chef-catered meal featuring some of the freshest seafood in St. Thomas

Full Service Spa **Luxury Resort** **Chef-Catered Beach Meal**

Address: 76 Amethyst Bay Boulevard, St. Thomas, VI 00002 | Phone: 800-323-7070 | Website: www.amethystbay.com

2024

Learn more about
outstanding all-in
on personal care
premium spa
to. Please to visit
the Amethyst Bay
that is right for
luxury resort
features include
thoughtful



Pasta Amore

Tasked with overseeing Pasta Amore's visual branding, I designed a variety of items including a menu, table tent, and take out brochure using Adobe Indesign. With a focus on branding and user experience, I welcomed feedback and brainstormed extensively to create impactful designs. The result was a cohesive set of high-quality materials showcasing my technical skills, creativity, and attention to detail.



Magazines

Tasked with creating two distinct magazine covers from one image, I used Adobe Photoshop and Illustrator to design a bold, edgy music magazine and a color-focused fashion magazine. After a rigorous design process, each cover was optimized for print and digital platforms. This project showcased my mastery of graphic design software, understanding of design principles, and dedication to creativity and craftsmanship.



Upper Crust Bakery



For Upper Crust Bakery, I created a French-themed logo and branding guide, employing design principles and graphic software. I incorporated feedback and ensured image clarity, color accuracy, and typography readability. This project highlights my graphic design skills, understanding of design principles, and commitment to creativity and ethics.

Nouveau Phoenix

In my first technical software class, I created a modern, edgy concert-like digital collage using Adobe Photoshop. The design reflects my identity as a person and designer. I incorporated a bold color scheme, a woman holding the sun, phoenix wings, and a modern building, all layered and blended with masks and adjustment layers.

The final poster, meticulously crafted for clarity, color accuracy, and typography readability, is a reflection of my design style, and commitment to detail in graphic design software.





Urban Glamour Experience

As Urban Glamour Experience's graphic designer, I used Adobe Illustrator and Photoshop to craft a logo reflecting the company's diverse offerings. The logo features a rainbow-colored, interwoven petal flower, symbolizing diversity and interconnectedness, with carefully chosen colors to create a fun, adventurous, and feminine vibe. The logo's text placement ensures balance and unity. Feedback guided design refinements, while adherence to the owner's brief and open discussions ensured alignment with her vision. My final high-resolution design, also displayed on a t-shirt mockup, underscores meticulous attention to detail, from imagery and color choice to typography, demonstrating precise craftsmanship.

Clean Water Initiative

In a marketing class, I used Adobe Illustrator and Photoshop to design a culturally relevant poster to recruit volunteers for a Mexican clean drinking water initiative. The design featured Mexican cultural symbols and a vibrant color palette. Based on instructor feedback, I adjusted the background opacity for better text legibility and created a Spanish version. The final high-resolution poster effectively combined cultural relevance, attention to detail, and clear call to action.



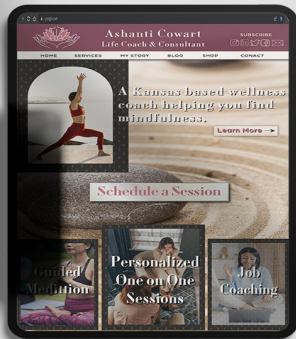
Wholehearted Counseling



As a designer for Wholehearted KC, a therapy practice, I used Adobe Illustrator and Photoshop to create a unique logo, business card, and stationery. The design process involved the application of gradients, the creation of a vector graphic logo for scalability, and a careful consideration of design principles. The logo and color gradient reflected the practice's ethos, while feedback from the client informed revisions. The final design emphasized readability, warmth, sophistication, and high-resolution imagery, ensuring accurate color representation in print.

Life Coach

As a graphic designer for life coach Ashanti Cowart, I used Adobe tools to create a logo symbolizing nurturing, growth, and potential. The logo, paired with a warm color palette, was refined based on feedback to align with Ashanti's vision. The final design, a mix of imagery, colors, and typography, is reflected on a user-friendly and aesthetically pleasing website.





Fashion Packaging

For a personal project combining fashion and graphic design, I created gift boxes and clothing tags for a fictional fashion brand, Kiriko, using Adobe Illustrator and Photoshop. The design features a luxurious gold foiling effect and unique textures from alcohol ink paintings, set against a sophisticated black, white, and gold color palette. The final high-resolution design, marked by meticulous imagery, color scheme, and typography, showcases my graphic design skills and passion for fashion.



Jessica Van Horn

Graphic Designer

EDUCATION

Southern New Hampshire University [Bachelor of Fine Arts in Graphic Design]
August 2021 – June 2023
Magna Kum Laude – GPA 4.0
National Society of Leadership

Online Portfolio:

<https://compuspress.snhu.edu/jessicavanhorndesigns>

WORK EXPERIENCE

Spectrum Mobile/Charter Communications [Human Resources Coordinator]
June 2017 – August 2021

- Conduct full-cycle recruitment process for internal and external positions including sourcing and research, applicant tracking using Braemar, candidate scheduling, interviews, offers, and salary negotiations.
- Created and ran weekly onsite hiring events which resulted in a 25% increase in hiring and a 45% increase in the overall candidate pipeline.
- Process and maintain HR files in compliance with SOX regulations and in accordance with state and federal laws.
- Maintain accurate HRB data entry in PeopleSoft including supervisor changes, job, and department code changes, and career progression.
- Work with executives to facilitate employee relations including monthly incentives, monthly and quarterly recognition ceremonies, and flexa progression.
- Coordinate advertising efforts including pricing, payment, graphics, and implementation.

Samson Dental Company [Human Resources Generalist]
October 2016 – December 2016

- Collaborated with IT and training in creating and sending out all new hire login credentials, which included TimeForce and assigning manager security privileges by practice location when applicable.
- Worked with area and district managers in establishing start dates and communicating login credentials.
- Assisted in coordinating, monitoring, and reviewing dentist applications and accompanying documents, ensuring eligibility, identifying any issues with the credentials that required additional investigation and appropriate follow-ups.
- Worked with marketing in establishing a new website live chat feature. Responsible for running the chat and answering all questions that were asked.

SKILLS

Photoshop
Illustrator
InDesign
Lightroom
HTML/CSS
WordPress
Microsoft Office Suite
Photography
Teamwork
Detail Oriented
Effective Communicator
Project Management

ECCOselect [IT Recruitment Administrator]

February 2014 – August 2014

- Coordinated with outside vendors to design and order promotional products for clients, consultants, company events, and conventions.
- Collaborated with marketing and outside website developers to rebrand and design the company website and used WordPress experience to continually update posts, blogs, and news.
- Appointed project manager and system administrator for the implementation of the Sulltham applicant tracking system and was responsible for customizing the interface and system settings per company needs.
- As company Sulltham SME, created recruitment workflow and trained recruiters, account managers, and executives on process, procedures, and usage.
- Performed validation testing for data migrated from legacy ATS to Sulltham during pre-implementation.

PROFILE

Creative and skilled graphic design graduate with expertise in Adobe Creative Suite, typography, layout design, and branding. Proficient in creating designs for print, web, and mobile applications. Strong problem-solving skills and attention to detail. Eager to bring fresh ideas and a passion for design to an entry-level graphic design position.

CONTACT

LOCATION

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Scan to Visit My Online Portfolio

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