



JESSICA SCHINDHELM

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linkedin.com/in/jschindhelm

Award-winning graphic designer with over 20 years of experience serving non-profit organizations, the health care industry, the private sector, and educational organizations. Add to that: content curating, brand management, and storytelling. References available upon request.

EDUCATION

B.A., Bowdoin College, Brunswick, Maine
magna cum laude, Women's Studies and English · May 1998

RECENT EXPERIENCE

DIRECTOR OF MARKETING
North Cross School, Roanoke, Virginia
2016–2020

Lead designer, editor, photographer/videographer and brand/advertising manager of independent pre-k through grade 12 school. Managed school's online and social media presence, established and executed consistent brand voice for institution, directed and supervised junior designer. Created press releases, thought leadership pieces and editorials to communicate schools mission and values. Wrote, produced, and maintained school's website using Weebly platform and evaluated school's online presence and popularity through Google Analytics, Facebook Ad Manager, MailChimp and Later. Increased the school's social following and alumni network twofold. Created branding and communication for school's largest ever capital campaign. Wrote, designed and produced award-winning viewbook for prospective families. Established branding for various school events and programs such as the CrossCurrents speaker and dialogue series and Future Forward (an elementary career symposium).

FREELANCE GRAPHIC DESIGNER
Various
2006–present

Contract and sub-contract designer in print, informatics, e-pubs, and web for corporate, small businesses and non-profit institutions including: Cognizant Technologies, C&Z Marketing (their clients include Cisco, Google Cloud, Amazon Web services), University of North Carolina Asheville; Elite Performance Solutions LLC (a bioinformatics startup based in San Francisco, CA); and Bentley Hoke LLC (a web development firm in Syracuse, NY). Illustrator and designer of personalized stationery products and ephemera, and retail packaging.

SENIOR DESIGNER
Duke Health
2004–2006

In the Medical Center's Office of Communications and Marketing, designed and produced the institution's award-winning magazine DukeMed Magazine, various patient health newsletters and department brochures and annual publications. Collaborated with illustrators, photographers and copywriters to create consumer friendly versions of leading edge medical research and advancements in patient care in order to promote brand awareness and community support.

SKILLS & EXPERTISE

Adobe Creative Suite, Google Analytics, MailChimp, WordPress (completed courses through InLearning on Essentials and Site Administration), Weebly, Microsoft/Google Office, Later.com, Facebook Ads Manager, video editing (iMovie, novice Adobe Premier), print production and publication, copywriting and editing

AWARDS & RECOGNITION

2020	2007
CASE National Circle of Excellence Bronze Award	CASE III Regional Grand Award
Communications	<i>DukeMed Magazine</i>
Student Recruitment	
on a Shoestring	
<i>North Cross School Viewbook</i>	
2016	2006
ITSMA Diamond Award	CASE III Regional
for Marketing Excellence	Grand Award
Category: Driving Business	<i>dukehealthline newsletter</i>
with Thought Leadership	
Cognizant Technologies	
<i>The Robot & I</i>	
2006	
CASE III Regional	
Award of Excellence	
<i>Duke Comprehensive Cancer Center Annual Report</i>	

INTERESTS & HOBBIES

Reading, sewing, knitting, cooking, exploring, exercising, keeping the peace between our cats and dogs, and collaborating with my husband on my biggest creative project yet: our two kids.



See selections from my portfolio at
<https://jessicaschindhelm.com/i-made-these/>

For writing samples, examples of my video projects, and/or references, please contact me at jschindh@gmail.com.



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NORTH CROSS SCHOOL

Two-book series for North Cross School admissions.

Being a pre-kindergarten through grade 12 school, the outcomes expected by families vary based on the age of the child. To that respect, I created two separate books: first, one that targets potential middle and upper school families that focuses mainly on college preparation at North Cross; and secondly, a lower school book that illustrates the crucial role a school plays in inspiring curiosity, character development and academic proficiency in young children. The books also serve as lead generators for prospective families who must submit their contact information on the website before receiving the PDF download.

[See the full-sized PDF of *Prepare to Succeed* [here](#)]

Credits: Concept, copywriting, design, digital photo composition, production



2020 CASE National Circle of Excellence Bronze Award
Communications | Student Recruitment on a Shoestring



COGNIZANT TECHNOLOGIES

With the world pretty much upended in 2020, businesses were forced to look inward and forward when considering their day-to-day practices. *What matters most? What can be done better? What do we do next and how do we do it best?* Cognizant Technologies' Center for the Future of Work, a thought leadership arm of the global technology company, brought together experts in various industry sectors and created a thought experiment for what might lie ahead in the way people work and live. The book moves people through various aspects of life and highlights how advances in technology will continue to inform our work and home lives as the two spheres continue to move closer together. Intriguing photography and bold graphic treatments emphasize the stories' unique takes on what is on the horizon for the future of work.

[See the full PDF [here](#)] | *Credits: Concept, design, digital photo composition, print production*

The Timeline of Next

Cognizant

Exploding the Nuclear Family

Perhaps it does take a village after all.

What's in your brief?

Capitalism 2.0

Building back better means building back differently.

The pandemic has brought attention to the importance of the environment and the need for a more sustainable future.

It's a reminder that the world is changing.

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"EXPECT MORE. WE DO."

Ad campaign for North Cross School illustrates how the faculty are inspired to teach and approach curriculum design with passion and innovation. They see classrooms everywhere they go.

Ad copy reads: "North Cross was founded in 1941 with the belief that a classroom is a concept and not a room. Here, teachers are inspired and empowered to create lessons, not follow them. Children strive to be their best, not someone else's. With programs designed to engage, support, question and surprise, every North Cross graduate is a product of our ceaseless evaluation of what works—and a commitment to embrace what's next. More happens here."

[See the full-sized PDF [here](#)]

Credits: Concept, copywriting, design, digital photo composition, production

ELITE PERFORMANCE SOLUTIONS

A neuroscience technology startup marries wearable technology with brain training through their innovative proprietary platform that helps individuals master concentration, cognitive agility and enhance focus. In their effort to partner with professional organizations such as educators, professional athletic teams, and corporate executives, I created a series of collateral that not only explains what they do and how they achieve measurable results, but targets potential investors and customers alike. Partnering with Bently Hoke, we produced a full-service website that houses the company's secure client portal as well as online registration for their professional development series.

[See more [here](#)]

Credits: Concept, copywriting, design, digital photo composition, production

Don't just improve performance, master it

Until recently, an individual's ability to focus and keep on task, at the highest level was either there or not. One could train their body, but the ability to train and improve one's cognitive agility and attention using neuroscientific advancements is a fairly recent concept. Professional athletes, travel borders, even tigers are seeing the benefits achieved through Elite Performance Solutions' suite of cognitive training programs. What makes Elite Performance Solutions the leader in this emerging field?

INDIVIDUAL DEVELOPMENT: Elite Performance Solutions' programs assess and compare brain signatures associated with processing speed, attention, memory capacity, focus and visual processing to build an individualized enhancement program based on existing high-performance database.

COMPREHENSIVE TRAINING: Recent advances in portable neuroimaging technology and analytics make it possible for users to see how their brain functions and to use the Elite Performance Solutions tools that train the brain to perform at a higher level—without leaving their training environment.

TALENT SELECTION: We help talent evaluators and scouts use state-of-the-art neurocognitive assessments to assess an individual's potential and make better informed decisions on high-cost acquisitions.

IMPROVE HEALTH: Our brain-based evaluations and tools target an individual's areas for improvement that exercise the mind to help improve memory, judgment, focus, resilience, and help individuals warm up their brain just as they do their bodies before an important event.

EXTEND CAREER LONGEVITY: Elite Performance Solutions programs cultivate a lasting impact that can reduce cognitive decline and optimize brain function across an individual's lifespan.

"Brainless exercise is a lost opportunity for improvement."

MICHAEL MERZENICH, PHD

Partner with us today and tap into the potential that lies within every player, soldier, doctor, code, factory worker... and anyone who wants to zest their day.

Optimal performance requires a high performing brain.

Elite Performance Solutions provides clients with access to a proprietary mobile application in other performance training. We bring together the best professionals in the areas of neuroscience, ergonomics, and performance training to provide a suite of three digital evaluation and training programs. Individual and organization can now begin performance goals that focus on the physical, cognitive, and emotional needs of the athlete, field, classroom, or members of the battlefield, simply to name a few.

ELITE PERFORMANCE SOLUTIONS

WHO WE ARE • PRODUCTS • WORK WITH US • IN THE NEWS

Training the Brain to Unlock Your Highest Potential

Inspire your own potential and put your brain to work with Elite Performance Solutions. Comprised of a team of the world's leading neuroscientists, we are revolutionizing the field of health/fitness. Through our research and development initiatives, we are helping individuals and organizations to perform at their best—another in a classroom or in a boardroom, on the battlefield or on the playing field.

"Mental toughness is to physical as four is to one."
JERRY WEISMANN, BASKETBALL COACH

FEATURED PRODUCT
Pique a performance for your brain. Elite Focus is an innovative learning and performance tool that uses a mobile app and a small device to measure and track cognitive performance, and then provides immediate feedback from that device (such as a laptop or phone) to train attention.

[Free it now!](#)

ELITEFOCUS



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DISTANCE LEARNING AT NORTH CROSS SCHOOL

A brief video promoting North Cross School's approach to distance learning during the Covid-19 outbreak. A compilation of teacher and parent testimonials that chronicles the school's nimble success within uncharted territory.

Credits: concept, direction, videography, editing, and production

- Watch it: <https://www.youtube.com/watch?v=FKyfi0piNil&t=13s>



A MIDDLE SCHOOL'S JOURNEY WITH "WONDER"

In order to spotlight North Cross School's unique curriculum and the independence it gives its faculty, this video highlights how two teachers collaborated to illustrate the lesson of kindness and empathy through literature and ongoing discussion.

Credits: concept, direction, videography, editing, and production

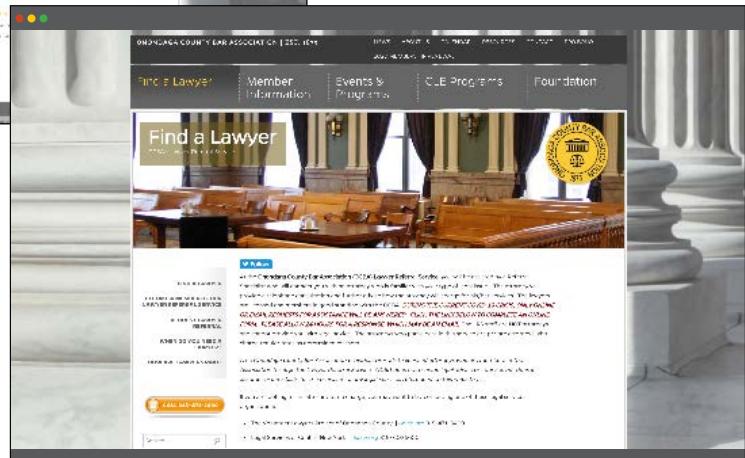
- Watch it: <https://www.youtube.com/watch?v=LsLQdHnLOCA>



ONONDAGA COUNTY BAR ASSOCIATION WEBSITE

Credits: concept, design, front-end production

Visit: <https://www.onbar.org/>





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TEACHING FROM A DISTANCE

Amidst the chaos of the pandemic, area schools rushed to meet the needs of their students—physically and mentally. One school had some practice.

In the lobby of North Cross School's all-new administration wing, the flat-screen television above the receptionist, which normally would be streaming calming music or the Weather Channel, is tuned to CNN's broadcast of the latest Coronavirus updates. It's Thursday, March 12, 2020, just days after the school returned from spring break and one day after the Centers for Disease Control named the Covid-19 outbreak a pandemic. As of now, there are no school closures in Roanoke, not even a single case of Covid-19 reported in this region. Not yet.

However, knowing the inevitable will soon be at the school's doorstep, the head of school, Dr. Christian Proctor, who has been at its helm since 2011, gathers together his senior staff to discuss what a distance-learning approach might look like for its entire student population, which encompasses ages 3 to 19.

"It's not a case of 'if' anymore, but 'when,'" he says. The school decides to make Friday, March 13 (a little foreboding given the superstition surrounding the date), a professional development day and suspends classes in order to teach its faculty to use software like Zoom and Google Classroom, to distribute laptops to those without, and to brainstorm on lesson plans and discuss the opportunities—and hindrances—presented by an online way of teaching, something the school has never ventured before. At least, not on this continent.

In Shanghai, China, the school has another campus, North Cross Shanghai, which replicates the American school's curriculum and its athletic and graduation requirements, but for a Chinese student population. Months earlier, the epidemic struck the Wuhan province, and the disease quickly spread. Dr. Proctor and his counterpart in Shanghai along with the school's Director of Information Technology Zack DeMoss, quickly put together a plan of action that would allow their students and faculty to utilize the Zoom conferencing platform (which was given temporary clearance in the tightly restricted Mainland) to progress the school's curriculum, not knowing how long the quarantine would be in effect. This exercise gave the American campus a roadmap with which to quickly navigate the likely closure on the horizon—whether for two weeks, or the rest of the school year.

"Having to quickly set up a large number of people in a short period of time remotely gave us the perfect dry run for this campus. We were ready," reflects DeMoss. The teachers, on the other hand, were not as prepared to move completely to an online platform. How do you teach three-year-olds when much of the purpose of preschool is socialization? What do science labs look like when you don't have a lab? How do the seniors deliver their DeHart speeches (a graduation requirement and a 20-minute independent research presentation) with no audience? There were many questions to answer and to do so quickly. And, answer them they did.

"I have been consistently impressed with the professionalism of our faculty," reflects Proctor. "There is a lot to be said for the in-person interaction in a classroom. When you take that away, you lose the dynamic energy of a good conversation. But, our faculty found unique ways to keep the students engaged, making the best of a bad situation."

Some examples of their approach: sending fourth-graders outside to do an exploration and keep a journal of what they see to replicate the famous Lewis and Clark expedition; asking seventh-graders to go outside and describe spontaneously something in their backyards using only Spanish using Flipboard video to share with their class; taking highschoolers in a government class on a virtual field trip to the nation's capital; and, a social media favorite, a bedtime storytime for kindergartners over Zoom narrated by their pajama-clad teacher.

The school's CrossWalk program aides children with dyslexia and dysgraphia on a daily basis with an approach that employs intensive, individualized lessons to help in remediation. The worry was that students' progress would be greatly hindered without the consistency upon which the program's success relies. "We decided to make use of the Zoom platform with our small groups and put together packages of materials that students would normally use in the classroom setting, like tactile rice trays for tracing letters, to take home with them. Now, the students continue to meet for an hour daily—showing their work, reading aloud, and practicing spelling strategies just as they would here on campus," recounts program director Kit Prillaman.

However, the school's initial plan was not without its faults. After the first week, teachers and students were complaining of significant screen fatigue and the new format didn't easily define the beginning and end of a school day, so teachers were up late at night grading and preparing for the next day while also answering students' questions. The administration quickly responded and senior staff once again collaborated on a solution.

The new approach had the middle and upper school students meeting for a full day (periods 1-7) on Mondays and Tuesdays, faculty office hours on Wednesday, as well as time for students to complete more independent projects, and on Thursday and Friday, they split the classes so half meet one day and the rest, the next. "This format was more digestible for our families and our faculty. We learned fairly quickly we couldn't just replicate a school in someone's home over a computer. It's just not the same," notes Proctor. "This new format took advantage of the fact that students will be doing a lot of project-oriented learning to get them off the computer and exploring subjects in a hands-on way."

The lower school kept screen time to a minimum but kept it consistent so students could hold onto their routines. They even continued their P.E. program and released daily videos and challenges (How many jump squats can you do in one minute?), encouraging students to share their reactions and accomplishments with everyone through videos, pictures and class comments. They even held Zoom P.E. classes for specific grades.

"It's not perfect, and it's not preferable," reflects Proctor, "But school is such a normal routine for children. To take that away from them completely would have been very detrimental for their mental and physical wellbeing, adding anxiety and stress when all they want is to feel in control. And, there's the economic factor," he adds. "Our faculty are what make our school the excellent learning environment it is. If we couldn't keep them employed, we would be losing the largest asset we have. Our people."