

JESSICA SCHINDHELM
jschindh@gmail.com
linkedin.com/in/jschindhelm

Award-winning graphic designer with over 25 years of experience serving non-profit organizations, the health care industry, big tech markets, and educational organizations. Add to that: content curating, brand management, and storytelling. Based in eastern North Carolina. References available upon request.

EDUCATION

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

NOTABLE EXPERIENCE

FREELANCE CREATIVE
Various
2007–present

Contract and sub-contract designer in print, informatics, e-pubs, social, and web for corporate, small businesses and non-profit institutions including: Cognizant Technologies, C&Z Marketing (for clients including Cisco, Google Cloud, Amazon Web Services, and others), 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, as well as retail packaging.

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. Created branding and communication for school's largest ever capital campaign. Wrote, designed and produced award-winning viewbook for prospective families.

SENIOR DESIGNER
Duke University Medical Center Communications & Marketing
2004–2006

Designed and produced the institution's award-winning magazine DukeMed Magazine, various patient health newsletters and department brochures, and annual publications. Commissioned and directed illustrators, photographers and copywriters.

SENIOR DESIGNER
Northeastern University Office of Publications
1999-2001

Collaborated with copywriters and clients to create marketing and though leadership materials to promote the University's practical education approach.

SKILLS & EXPERTISE

Adobe Creative Cloud, Google Slides, Microsoft PowerPoint and Word, MailChimp. Familiarity with Figma, WordPress, Weebly, Later.com, Facebook Ads Manager, video editing (iMovie, novice Adobe Premier and AfterEffects), print production and publication, copywriting and editing.

AWARDS & RECOGNITION

2020
CASE National Circle of Excellence Bronze Award
Communications | Student Recruitment on a Shoestring
North Cross School Viewbook

2016
ITSMA Diamond Award for Marketing Excellence
Category: Driving Business with Thought Leadership
Cognizant Technologies
The Robot & I

2007
CASE III Regional Grand Award
DukeMed Magazine

2006
CASE III Regional Grand Award
dukehealthline newsletter

2006
CASE III Regional Award of Excellence
Duke Comprehensive Cancer Center Annual Report

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 children. I also find fulfillment through volunteering for the local foodbank, Friends of the Library, and working the polls during elections.

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

JESSICA SCHINDHELM
jschindh@gmail.com

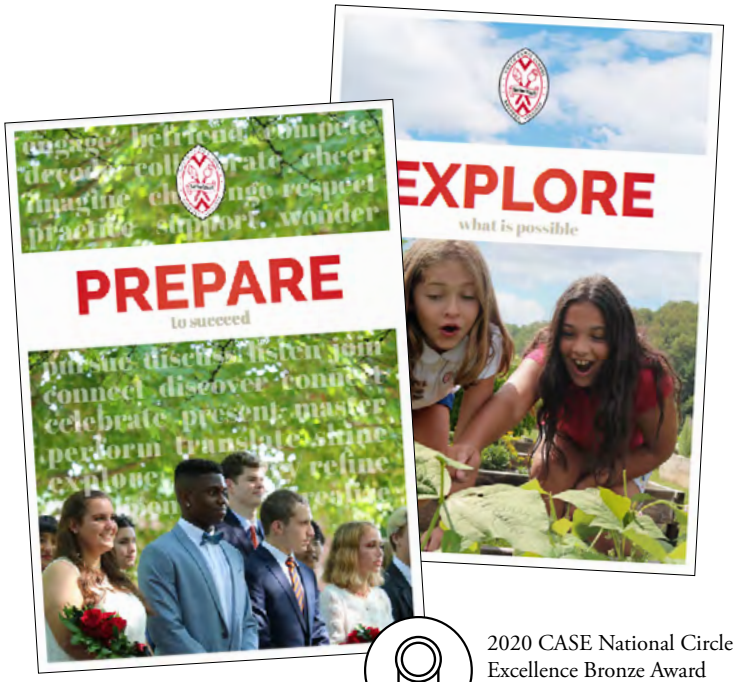
LONG-FORM PUBLICATIONS:
NORTH CROSS SCHOOL

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

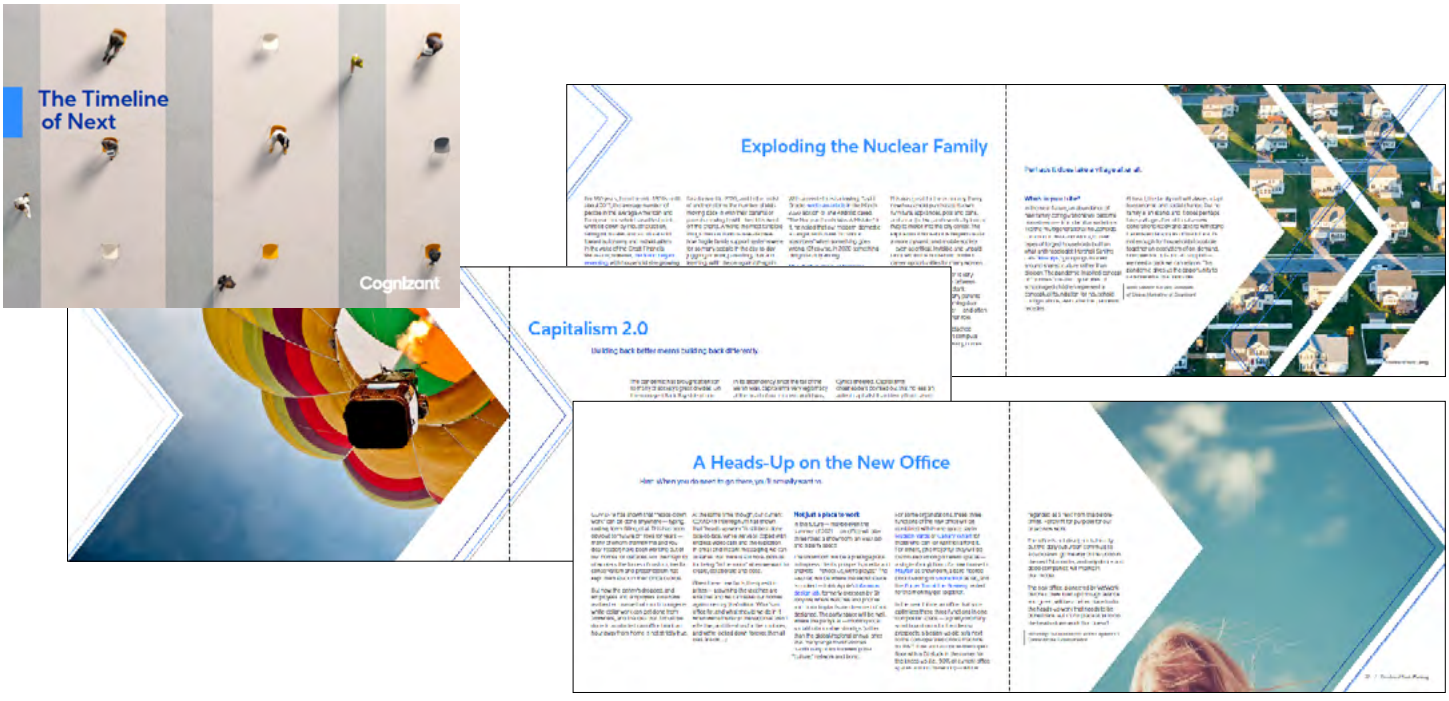


2020 CASE National Circle of Excellence Bronze Award
Communications | Student Recruitment on a Shoestring

LONG-FORM PUBLICATION: 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 readers 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*



JESSICA SCHINDHELM
jschindh@gmail.com

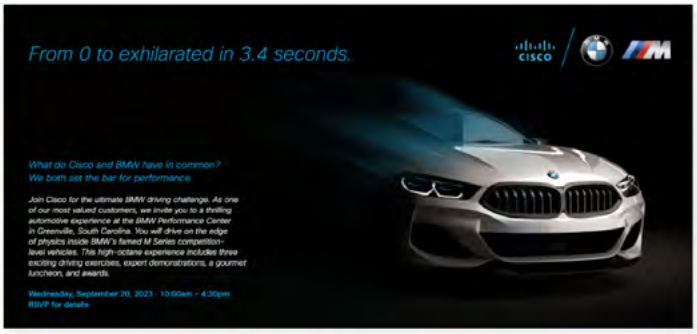
EPHEMERA: VARIOUS

Customer Development Event Invitations

Beginning during the Covid-19 pandemic, many companies struggled to connect with customers. The marketing firm C&Z Marketing reached out for unique designs for virtual, and eventually, in-person events that they curate for their clients' customer development and retention. From a virtual "perfect sandwich" building workshop to high-speed BMW driving experiences, from intimate high-end culinary experiences to craft whiskey tasting journeys, the creative fodder offered by these events inspires a wide variety of exciting and often irreverant design solutions.

Credits: Concept, photographic and illustration manipulation, design, print production



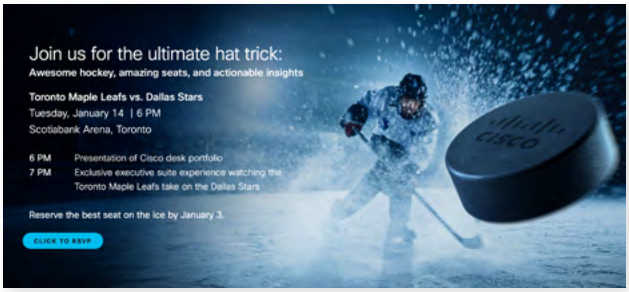












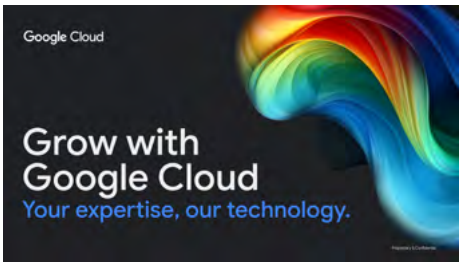
JESSICA SCHINDHELM
jschindh@gmail.com

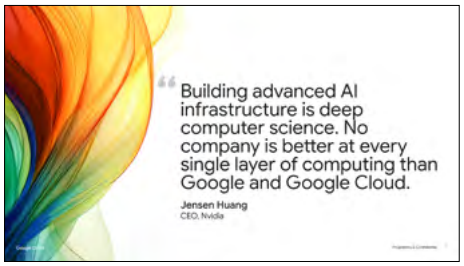
PRESENTATION DESIGN: VARIOUS

With more and more meetings happening virtually, engaging presentations ensure an immediate connection with your audience in the absence of person-to-person contact. Making these presentations beautifully dynamic and informative is a challenge. Throw in branding guidelines and team reviews, and now we've got a fight. With a combination of active listening, distillation of ideas and just having fun within the boundaries of a brand, the ring is set for unique, surprising, and informative storytelling.

Credits: Concept, animation, photographic and illustration manipulation, design

Visit the Presentation Portfolio online



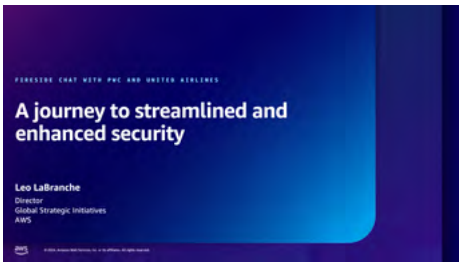


















JESSICA SCHINDHELM
jschindh@gmail.com



ADVERTISEMENT: "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 bes, 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

COLLATERAL: 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





