

jessica furst

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## PROFESSIONAL EXPERIENCE

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### **Principal Furst Impressions Design** 1999-present

- . Create brand identities, internet presence and distinctive print and marketing collateral for clients in a variety of industries including pharma, financial, concert venues, hospitality, media and the arts.
- . Work with brands from the ground up – including logos, website, promotional materials, environmental signage and social media presence.
- . Specializing in event materials, ecommerce and website design, packaging, brand and concept development.

*for client list, please see [www.furstimpressions.design/clients](http://www.furstimpressions.design/clients)*

### **CEO/Creative Director Bad Girl Barware** 2016-present

- . Create and design brand, products, packaging and voice for company.
- . Source and produce products, packaging, promotional materials and advertising.
- . Design, produce and maintain website, Etsy and social media.

### **Creative Director Jao Brand** 2004-present

- . Create logos and branding for company and all product lines.
- . Design and produce product packaging and promotional materials.
- . Design, produce and maintain website.

### **Art Director Scogo Media** 2000-2018

- . Design marketing, environmental and event materials for multiple clients.
- . Create packaging and die lines and coordinate with vendors.
- . Design and produce websites, UX, mobile architecture and wireframes.

### **Art Director Centron** 2013-2015

- . Design for pharmaceutical product launch including layouts for web, tablet and print.
- . Create infographics for presentations.

### **Senior Designer Araya Design** 2011-2014

- . Design and produce promotional items, menus, environmental graphics, marketing materials, invitations and e-blasts.
- . Maintain branding and styles for 13 different restaurant properties.

## SKILLS

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Logo, website, ecommerce, print and package design, pre-press and die-lines, animation, branding, photography, promotional concepts, sourcing and production  
**Adobe** Photoshop, Illustrator, InDesign, Acrobat, XD **Microsoft** Word, Excel, Powerpoint  
**Web** Shopify, Squarespace, WIX, Wordpress **Code** html, css, php, liquid, bootstrap

## EDUCATION

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**Pratt Institute Communication Design** BFA with honors, 1996

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**AIGA National Design Center Juried Show: "13 Products"**

**Pratt Institute 3rd Annual Juried Alumni Show**

**constantcontact.com Outstanding Marketing Award, All Stars Award**

**American Graphic Design Awards Winner - Poster Designs & Self Promotion**

**Guest Blogger: bigstockphoto.com**

**Member:** Shopify Partner, Squarespace Circle, Freelancer's Union, AIGA Alumni, Pratt Alumni, New York Event Planners Network, Fontaholics Anonymous, Logo Lounge