

JESSICA SCHINDHELM

832.582.9504
 design@jessicaschindhelm.com
 jessicaschindhelm.com

2042 Maiden Lane, SW
 Roanoke, Virginia 24015

PROFESSIONAL EXPERIENCE

Freelance Designer, Various
November 2006–present

- Contract and sub-contract designer in print and web for small businesses and non-profit institutions including University of North Carolina Asheville; University of Louisville; and Bentley Hoke LLC. Illustrator and designer of personalized stationery products and ephemera.

The Washington Montessori School, New Preston, CT
 Freelance
April 2000–January 2009

- Design and produce all primary communication and development materials, including admissions viewbook and handout; seasonal community newsletter; annual appeal initiatives; and event announcements. Perform light editorial contributions, compile print estimates and prepare projects for printing.

Duke University Health System, Durham, NC
 Designer *July 2004–July 2006*
 Senior Designer *July 2006–January 2007*

- Lead designer and administrator for a number of in-house publications and collateral, including identity, brochure, periodical, and direct marketing work in an award-winning, creative setting. Collaborate with in-house writers and off-site photographers on project concept and execution for nationally recognized magazine's redesign. Meet tight timeframes and budget restraints without compromising creative integrity or excellence in customer service.

Lexicon Graphix, Syracuse, NY
 Designer and Account Manager
March 2002–June 2004

- Design, illustrate, manage, and produce print, retail packaging, and website projects for a variety of businesses. Execute firm's own marketing effort including redesign of identity, leave-behind brochure, website, and creation of targeted marketing letter and database. Serve as primary client contact, create project proposals and presentations, on-press approvals, copywriting and editing, and collaboration with vendors and contractors.

Northeastern University Publications, Boston, MA
 Senior Designer
January 2001–February 2002

- Collaborate with writers on concept generation and execution, manage client relationships, mentor junior designer, and art direct photographers and press approvals for various departmental projects. Design award-winning, undergraduate admissions prospectus and viewbook. Present concepts for campus-wide signage and environmental graphics project. Design and produce suite of materials in a variety of media for first-ever national Practice-Oriented Education conference.

COMPUTER SKILLS

Advanced in Adobe Creative Suite. Skilled in the Mac OS platform with limited experience in a PC environment.

EDUCATION

Bowdoin College, Brunswick, ME
May 1998

- B.A. in Women's Studies, *magna cum laude*
 minor in English Literature and Dance

AWARDS

2007 C.A.S.E. III Regional Grand Award <i>DukeMed Magazine</i>	2003 Syracuse AdClub Silver Addy Award <i>Lexicon Graphix Identity Package</i>
2006 C.A.S.E. III Regional Grand Award <i>dukehealthline newsletter</i>	2002 C.A.S.E. National Silver Award for design <i>Northeastern University Undergraduate Acceptance Pack</i>
2006 C.A.S.E. III Regional Award of Excellence <i>DCCC Annual Report</i>	2001 Admissions Marketing Silver Award <i>Northeastern University College of Computer Science Research Report</i>
2005 Syracuse AdClub Silver Addy Award <i>Manlius Pebble Hill School Admission Viewbook</i>	2000 C.A.S.E. National Gold Award for design <i>Bowdoin College Alumni Fund Brochure 2000</i>
2005 Syracuse AdClub Silver Addy Award <i>Manlius Pebble Hill School Admission Packet</i>	

MY FREE TIME IS SPENT

raising two kids; running; teaching an exercise class at the YMCA; serving on the board at New Vista Montessori School; sewing; and keeping six chickens alive and clucking.

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CASE IN POINT

Duke Comprehensive Cancer Center
Annual Report

The challenge of this project lay not only in the task of reviewing the progress enjoyed by the Center that year, but also in reinforcing its status as a top-tier research and treatment center. Their achievements are impressive, their partnerships broad reaching, but their focus always patient centered. The design's intimate size (smaller than a letter) presents succinct copy with compelling original portraits and stories used as section dividers. My love of typography and photography comes through in this piece, making literal and subjective use of "reflection" as the crux of an annual report; a time to look back and to see the immediate changes resulting from the Center's progress in science and in their patients' health.



Manlius Pebble Hill School
Admissions Materials

How do you capture that unique quality about a school that not only impresses prospective applicants but also conveys the imagination and abilities of its students and staff? Creative balance. Intensive interviews with current students, parents and teachers revealed a place where children not only came to learn but were expected to contribute—to the class, to the school, to the world—the illustration of which found its voice through a series of clever questions and answers. Two books introduced the audience to the lower elementary and middle elementary programs, each, in its own way, addressing the particular concerns of that age group's educational experience. Lyrical, concept-driven copy; compelling, documentary style photography; and provocative use of typography capture the audience's imagination and reveal a singular passion for shaping and inspiring the next generation of thinkers.



knitlove Bethesda logo
 for a company providing private and
 group knitting instruction



Public Partnerships logo
 for a services mediary firm providing
 guidance for mentally challenged
 individuals and their care providers



Buffalo Craft logo concept
 hand illustrated for an established
 crafting company's launch of natural
 fiber material luxury line