JESSICA SMITH

portfolio

spring 2017

HELLO THERE

i am jessica

With over seven years in the graphic design industry, I specialize in helping my clients create meaningful brands, websites, and collateral that not only gets the attention it deserves but also makes you want to do a small dance. From designing luxe social invitations and product labels that pop, to building user-friendly websites and creating concepts for a municipal rebrand, my past opportunities and experiences have provided me with a strong skill set and a passion for what I do.

When I am not wearing my graphic design hat:
I am a puppy mother to my two year old german shepherd, Jax.
I am training for my very first marathon like a crazy person.
I am slowly but surely renovating a home in Ferndale.
I am on the beach at my Northern Michigan cabin spending time with family.
I am in the kitchen trying a new recipe, glass of wine in hand.
I am wandering and exploring places in Detroit I have never been.

the designer

I believe a brand is the backbone of an organization. Over the years, I have teamed up with clients in over five different countries and all over the United States to provide meaningful graphic solutions. I have had the pleasure of creating and updating brands in a variety of fields from salons, boutiques, and jewelry designers to education, construction, and law firms. Below are a few of my favorites.

Smith Guitar LESSONS

MARSYS LLC
construction management solutions

LOVE + PIECES

THE HAPPY PICKLE

AUBURN HILLS

FRESQUEZ CONSULTING

InspirED
URBAN PUBLIC CHARTER SCHOOLS

TATUM BRADLEY

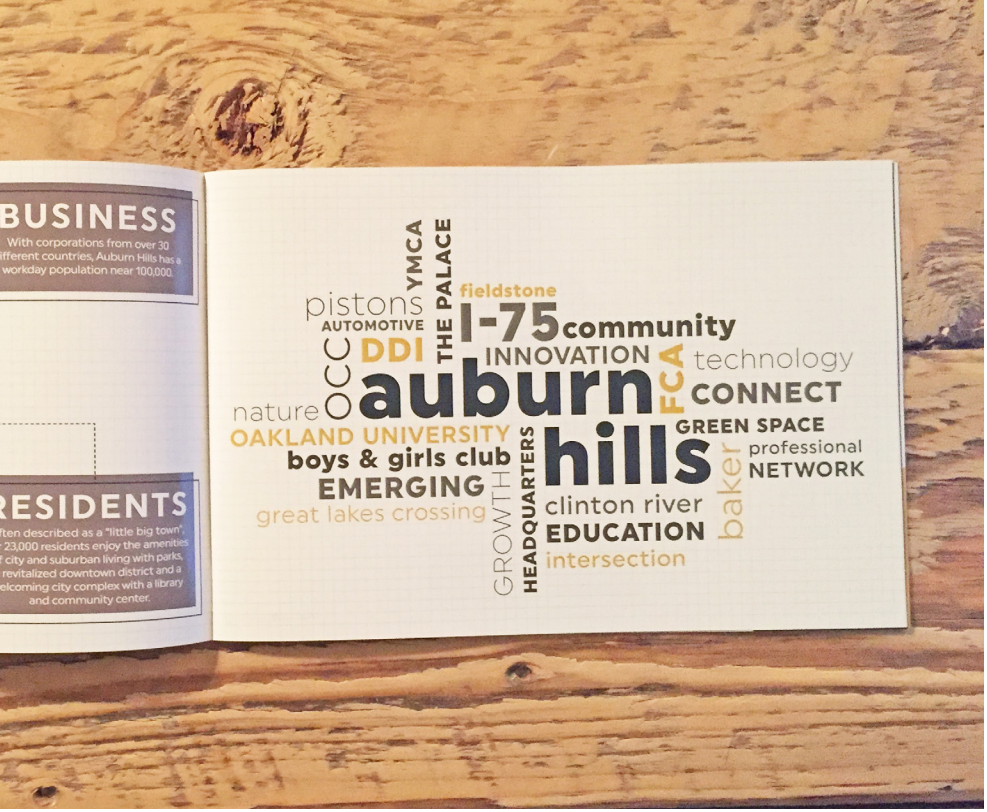
BRADCO PAINTING

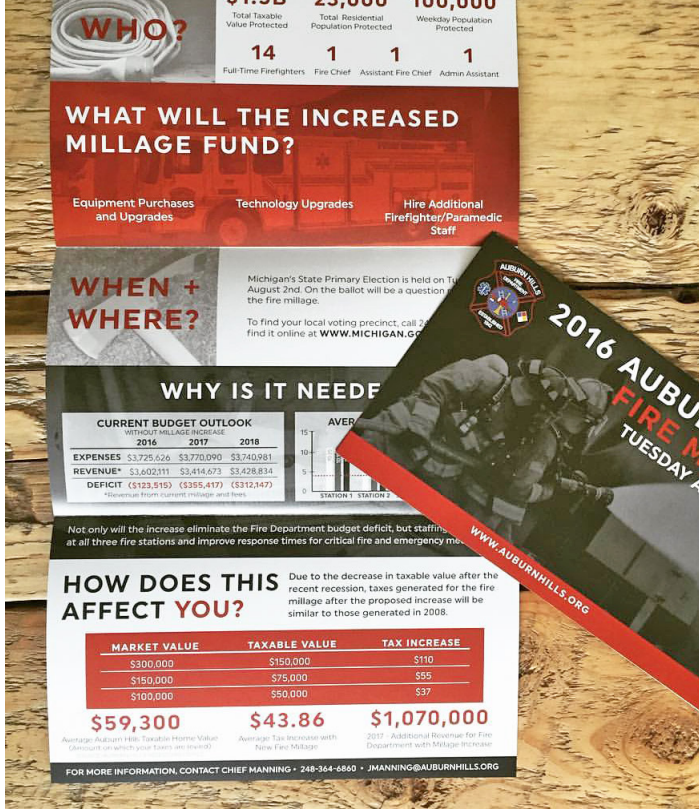
REPSRECOVERREPEAT

logo design

"Why does a municipal office need a Graphic Designer on staff?" I get that question a lot. The answer? Anything and everything that could ever be printed, emailed or posted on social media. From buck slips and millage mailers to community event posters and flyers, the list goes on and on. In 2016, I had the opportunity to head up a rebrand initiative group requested by City Council. Our team of leaders in the Auburn Hills community met once a month to discuss who we are as a city and how to reflect that in our new brand. After presentations and months of deliberation, the City of Auburn Hills adopted our new brand. It was an incredibly challenging and humbling process to be part of. Here are a few projects that recently left my desk at the city. To see a full issue of the most recent Auburn Hills Review, our quarterly newsletter, visit **WWW.AUBURNHILLS.ORG.**

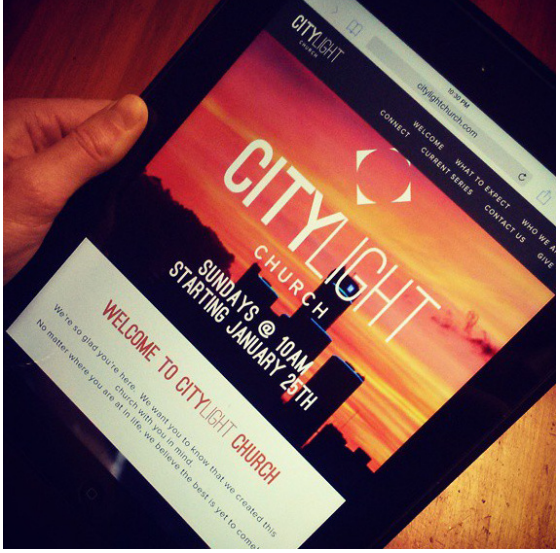
auburn hills

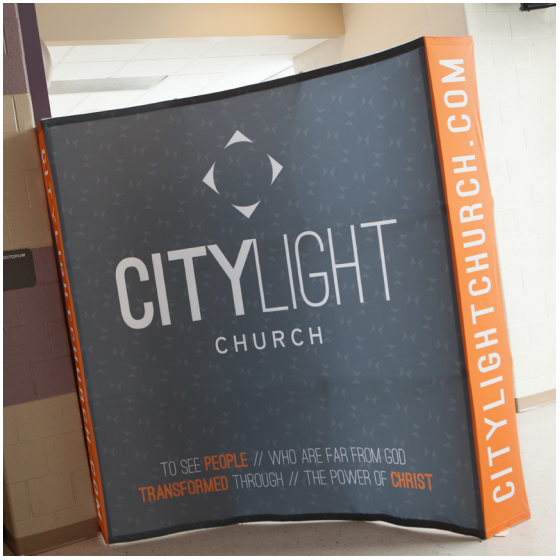

BUSINESS
With corporations from over 30 different countries, Auburn Hills has a workday population near 100,000.
RESIDENTS
Often described as a "little big town", 23,000 residents enjoy the amenities of city and suburban living with parks, revitalized downtown district and a welcoming city complex with a library and community center.
YMCA
THE PALACE
pistons
AUTOMOTIVE
fieldstone
I-75
community
OCC
DDI
INNOVATION
FCA
technology
CONNECT
nature
auburn
OAKLAND UNIVERSITY
boys & girls club
EMERGING
GROWTH
HEADQUARTERS
hills
GREEN SPACE
professional
NETWORK
baker
great lakes crossing
clinton river
EDUCATION
intersection


WHO?
Total Taxable Value Protected
Total Residential Population Protected
Weekday Population Protected
14 Full-Time Firefighters
1 Fire Chief
1 Assistant Fire Chief
1 Admin Assistant
WHAT WILL THE INCREASED MILLAGE FUND?
Equipment Purchases and Upgrades
Technology Upgrades
Hire Additional Firefighter/Paramedic Staff
WHEN + WHERE?
WHY IS IT NEEDE
CURRENT BUDGET OUTLOOK
WITHOUT MILLAGE INCREASE
2016 2017 2018
EXPENSES $3,725,626 $3,770,090 $3,740,981
REVENUE* $3,602,111 $3,414,673 $3,428,834
DEFICIT ($123,515) ($355,417) ($312,147)
*Revenue from current millage and fees
2016 AUBU
FIRE M
TUESDAY
WWW.AUBURNHILLS.ORG
HOW DOES THIS AFFECT YOU?
Due to the decrease in taxable value after the recent recession, taxes generated for the fire millage after the proposed increase will be similar to those generated in 2008.
MARKET VALUE TAXABLE VALUE TAX INCREASE
$300,000 $150,000 $110
$150,000 $75,000 $55
$100,000 $50,000 $37
$59,300
Average Auburn Hills Taxable Home Value (Amount on which your taxes are levied)
$43.86
Average Tax Increase with New Fire Millage
$1,070,000
2017 - Additional Revenue for Fire Department with Millage Increase
FOR MORE INFORMATION, CONTACT CHIEF MANNING • 248-364-6860 • JMANNING@AUBURNHILLS.ORG

AUBURN HILLS
REBRAND INITIATIVE
ASTRALIC, SLIDE CONCEPT
EMPHASIZING CONNECTIVITY
SLEEK, CLEAN + TIMELESS
AH
URN HILLS
MODERN TECH-FEELING FONT
After researching and developing different concepts, we came to the conclusion of our final recommendation. Here are a few of the key points our recommendation highlights:
• Clear, concise and easy to follow
• Timeless design that won't be outdated
• Provides a consistent representation of the city
• Shifts our focus toward the future
• Tells a story and connects us to our audience
• Versatile and easy to work with in multiple mediums

PROGRAMS
ART, CULTURE & LEARNING
ATHLETICS
PEN TURNING
OPEN WOODSHOP
MARTIAL ARTS
TENNIS LESSONS - BEGINNER/INTERMEDIATE
NIA TECHNIQUES
Eischens YOGA
ZUMBA FITNESS
RELAX & RESTORE





In 2014, I was given the opportunity to help launch a church in Rochester, Michigan. When I came on-board, the Pastor and his wife had a logo, a meeting with a portable church company and a list of possible meeting spaces. Together, we dreamt up a concept. That concept turned into a launch website and mailers, which turned into a full website, connection cards, street banners, portable signage, and a social media launch. I am particularly proud of this project because I really pushed my limits and stepped outside of my comfort zone to learn and grow as a designer.

city light

Doesn't every Graphic Designer start off in the invitation business? I hold a special place in my heart for social stationery. It has been interesting to see how much it has changed just in the short five years that I have been a part of it. From a Harry Potter/Game of Thrones themed wedding to Northern Michigan invitations printed right onto birch wood veneer, my social stationery journey has been quite an adventure. As a custom designer, I have been given so many opportunities to think outside the box and solve the problem of the "mundane invitation". Below are a few samples of wedding stationery, business event stationery and more.

and beyond

MRS. MICHAEL CREGAR
THE MARRIAGE
Joshua Nolan
OF MR. & MRS. HENRY SPENCER
FIRST OF AUGUST
FIFTEEN
Mission Point
6633 MAIN STREET
MACKINAC ISLAND | MICHIGAN
DINNER, DRINKS & DANCING
TO FOLLOW

Joseph & Lindsey
JUNE 11, 2011
MACKINAW CITY, MICHIGAN

FFG

THAILAND
OCT 16-26
HELP MAKE A DIFFERENCE WITH ME BY SUPPORTING BOTH COMPASSIONATE TOUCH INTERNATIONAL AND MYSELF AS WE VENTURE TO THAILAND TO MINISTER THE GOSPEL THROUGHOUT THE STREETS AND SMALL VILLAGES AS WELL AS TO HELPLESS SEX-TRAFFICKED VICTIMS.
I AM SEEKING SUPPORT BOTH FINANCIALLY AND IN PRAYER. I NEED TO RAISE $3500 TO MAKE THIS TRIP POSSIBLE. IF YOU FEEL LED TO SUPPORT ME FINANCIALLY
COMPASSIONATE TOUCH
INTERNATIONAL
PO BOX 81785
MAKE A
DIFFERENCE
HOW TO
GIVE

Be our Guest
MAY 7TH 2016
STAY A while
BE OUR guest
RSVP

JESSICA SMITH

the resume

profile

Passionate and self-motived professional seeking a position in graphic design offering challenge and growth. A dynamic team player with exceptional interpersonal skills and innovative ideas. Strengths include superior written and verbal communication, acute attention to detail and the creativity to utilize the process of design.

education

Kendall College of Art + Design, Grand Rapids, MI
2006-2010 : BFA Interior Design, Minor Graphic Design

experience

The City of Auburn Hills, Auburn Hills, MI
2015-Present : Graphic Artist
• Oversees graphic needs of all city departments
• Creates all print collateral including, but not limited to, brochures, business cards, postcards, newsletters, road banners, posters and more
• Designed a new city brand

Peace Love Design, Ferndale, MI
2009-Present : Owner/Graphic Designer
• Designed social stationery
• Designed print collateral for commercial clients
• Created branding for commercial clients

City Light Church, Rochester, MI
2014-2015 : Creative Director
• Led the creative process in marketing materials, social media, videography and web design for a church start up
• Designed postcards, business cards, signage, road banners, vehicle wraps, social media blasts, and other print collateral
• Managed the church website and social media accounts

the details

working knowledge

Adobe Dreamweaver
HTML + CSS
Wordpress

fluent in

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Microsoft Office
Google Sketchup
AutoCAD
MacOSX
Social Media Platforms

CONTACT ME

jessica@peacelovedesign.com
248.635.8500