



JESSICA "JB" BRIGHTMAN

DESIGNER + CREATIVE STRATEGIST

I solve problems with pixels. My work goes beyond making something look good just for the sake of aesthetics; there is also planning behind every choice. *When it comes to my design, think the love child of creativity and strategy.* Before focusing my skills solely on design I came from a nearly decade-long career in marketing, so I understand the purpose of why things need to be created and what function they serve, which translates across industries.

EXPERIENCE

FREELANCE GRAPHIC DESIGNER, BRIGHT THOUGHTS DESIGN. 2017–PRESENT.

Lead my own design studio working with clients from startups to global corporations, collaborating across HR tiers from subcontractors to the C-suite and founders around the globe. My clients hired me to make their businesses look the best possible while still communicating what's important. This was accomplished via brand identity creation and guidelines, web design, publication design, digital assets, traditional marketing collateral, and so on. I shift my design mindset based on what my client (or employer) needs: neutrals, moody, sophisticated, corporate, edgy, whimsical — you name it and I'll create it.

MARKETING OFFICER, UNIVERSITY OF SOUTH FLORIDA. 2010–2018.

Began as a Communications Assistant and ended as a Marketing and Communications Officer. Wrote, edited and designed materials including: brochures, annual reports, instructional materials, web sites, posters, exhibits, flyers, letterheads, logos, certificates, forms and other newsletters and departmental publications and printed materials. Represented the university at international seminars/conferences; acted as media liaison for local and international requests of print and TV stories. Managed a staff of full-time employees, graduate assistants and interns.

ACCOUNT EXECUTIVE, ADONAI, LLC. 2011–2013.

Collaborated with CEO to develop internal and external strategic communications plans aligned with clients' business objectives, customized to each client's products, market position, target audience, goals and budget. Managed multiple client accounts, including day-to-day account details such as: conducting research, copywriting, proofing documents, and preparing monthly reports/financials. Strategized, implemented, and monitored social media tactics and content.

INTERNSHIPS. 2009–2010.

Two separate, semester-long internships for course credit with a focus on public relations. Drafted proposals for new campaigns. Developed a comprehensive list of key contacts for general and targeted publicity efforts, including print, broadcast and social media, as well as targeted organizations and groups.

CONTACT

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EDUCATION

MBA, University of South Florida // 25 Credit Hours Completed

Master of Arts in Strategic Communications Management, University of South Florida, 2012

International Marketing Management Study Abroad Graduate Program

Bachelor of Arts in Advertising and Public Relations, The University of Tampa, 2009

SKILLS

+ Adobe InDesign

+ Adobe Illustrator

+ Adobe Photoshop

+ Adobe Premiere Pro

+ Figma

+ Microsoft Office Suite

+ Adobe Creative Suite

+ MURAL

+ Slack

+ Adobe XD

+ Video Editing

+ Copy Editing

+ Web Design

+ CMS

+ Branding

+ Visual Identity

+ Project Management

+ Team Management

+ Proposal Creation

+ Color Theory

+ Typography

+ Metrics and Data Analytics

+ Conversational Spanish

+ Communication Skills

+ Adaptability

+ Multi-Tasker

+ Leadership Skills

Key =

Technical Skills or Software

Well-Rounded Human Skills