

Jessica Cuevas

Senior Brand & Graphic Designer

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JESSICACUEVAS0506@GMAIL.COM

SKILLS

Design tools:

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom), Figma, PowerPoint / Google Slides, Canva

Specialties:

Brand identity and guidelines, print and digital design, presentation design, event and experiential design, print production

Collaboration:

Pitching concepts to senior leadership, delegating and overseeing designers, design feedback and mentoring, clear written and verbal communication, managing multiple concurrent projects

RELEVANT TRAINING & CERTIFICATIONS

- UX Academy Foundations - Figma Certification - SEP 2025
- Hubspot Marketing Certification - JUL 2024
- Coursera Certifications
 - › Brand Management: Aligning Business, Brand and Behavior
 - › Leadership Through Social Influence
 - › Leadership Communication for Maximum Impact: Storytelling
 - › High-Performance Collaboration: Leadership, Teamwork, and Negotiation
- Cvent - Event Professional Certification - SEP 2020

EDUCATION

Bachelor of Arts

Concentration in Graphic Design

University of St. Francis

EXPERIENCE

New Home Star

Creative Manager JAN 2023 - Present

Lead Graphic Designer JAN 2021 - DEC 2022 | Graphic Designer JUL 2019 - DEC 2020

- Lead visual identity for the NHS brand across web, social, print, presentation, and events, maintaining consistency and elevating brand perception.
- Direct visual identity for the annual NHS Sales Rally (300+ attendees, including employees and key clients), translating a theme into a cohesive brand experience across badges, brochures, app graphics, wayfinding and banner signage, apparel, packaging, and gifting items.
- Design the founder's keynote presentations, shaping visual storytelling that supports the event narrative and key business messages.
- Developed the International Builders' Show event suite, including booth design, cohesive event materials, and digital assets that drove awareness before and during the show.
- Design landing pages, sales decks, brochures, tradeshow booths, digital ads, and social graphics in partnership with marketing and leadership, translating business goals into clear visual communication.
- Build templates and toolkits for branded collateral that keep work consistent and speed up production, upholding brand guidelines across all deliverables and print vendors.
- Present creative concepts to stakeholders and leadership, articulating design rationale tied to brand strategy and user needs.
- Mentor designers on craft and brand standards.

McGraw-Hill Education

Designer APR 2016 - JUL 2019 | Design Intern SEP 2014 - NOV 2014

- Designed 15+ print and digital textbooks annually, delivering high-quality layouts and visual consistency across educational content.
- Created infographics and data visuals that improved comprehension in print and digital formats.
- Collaborated with marketing, editorial, and production teams on design solutions aligned with brand and content strategy.

The Walt Disney Company

Graphic Designer JAN 2016 - APR 2016

Graphic Design Professional Intern JAN 2015 - JAN 2016

- Designed enterprise-wide print and digital brand assets for internal and external communication, aligned with Disney's global brand standards.
- Supported the rollout of new brand system elements, maintaining consistency across a broad range of collateral and formats.
- Developed campaign visuals, presentation materials, and event graphics used by teams across the company.
- Partnered with project managers and developers to deliver creative assets for digital communications and product education tools.
- Contributed to creative brainstorming sessions for concepts on major initiatives.