



JESSICA PATERNOSTER

914-409-7890

jpaternoster0920@gmail.com

[linkedin.com/in/jessica-paternoster](https://www.linkedin.com/in/jessica-paternoster)

www.jessicapaternoster.com

www.behance.net/gallery/97806235/Portfolio

WORK EXPERIENCE

Western Connecticut State University

Publications and Design 2018 – 2020 Graphic designer

Helped WCSU students learn about careers by creating a resource guide for the WCSU Career Success Center using Canva and Adobe InDesign.

Increased campus and community engagement and attendance at University events by designing posters/flyers/brochures, logos and business cards using InDesign and Illustrator.

Publicized WCSU Athletics by photographing student athletes and retouching photos using Adobe Photoshop.

Media Services 2018 – 2020 Graphic Designer

Broadcast campus events by arranging various digital stills by combining multiple fonts, backgrounds, and photos.

Advertised WCSU clubs and organizations by developing digital video signage, using Premiere Pro and After Effects.

Ensured project success with open communication with supervisor and feedback follow through and completion.

Career Success Center 2016 – 2017 Graphic Designer

Publicized services to the university campus by designing advertising platforms, using Adobe Creative Cloud.

Increased awareness through crafting various posters, flyers, and brochures targeted to students.

Ensured efficient communication by working with supervisor through feedback process.

Decoro Clothing/Entertainment Production Event Group Summer 2019 – 2020 Freelance Graphic Designer

Enhanced various companies advertisement through the creation of logos and posters.

Implemented effective communication with various clients when working on a project for them.

Exposure MG Studios/Tree Haus Studios Summer 2019 Freelance Graphic Designer

Intensify the studio's personal advertisement by designing watermark logos and posters, using Illustrator, Photoshop and InDesign.

Publicized photography and videography resources to WCSU students on both campuses by building a logo for Tree Haus Studios, using Illustrator.

Women's Roller Derby Kick-Starter 2020 Freelance Graphic Designer

Created a logo for the Women's Roller Derby documentary video and merchandise clothing, using Illustrator.

Advertised the documentary video by Incorporating a Facebook banner cover, using InDesign.

iDayDream Studios 2020 Graphic Design Intern

Promote their company by creating flyers/posters/logos/book covers/websites/social media ads, using Canva, Photoshop, Hootsuite, and Wix.

Defeo Manufacturing 2019 – 2020 Freelancer/Graphic Designer

Assisted designing promotional items, show displays, photo editing, and website graphics, using Illustrator and Photoshop

Drafted mockups of website designs, brochures, iconography, and other marketing materials required, using Illustrator and Photoshop

Developed a unified aesthetic for the company's brand materials

Ill Ink Graphic Printing Studio 2020 Graphic Designer/Print Production

Incorporated vector designs graphics/words onto clothing, using the heat press and embroidery machine

Designed logos, business cards, and posters for clients needs, using Adobe Illustrator, Photoshop, and Indesign

EDUCATION

Western Connecticut State University

Bachelor of Arts in Graphic Design,
Minor in Photography

Graduated: May 2020

Dean's List; GPA 3.6