

JESSICA KRUMLAUF

GRAPHIC DESIGNER/ WEB DESIGNER/ ILLUSTRATOR

PHONE: 503.752.5537 WEBSITE: survivalofthefinest.com

EMAIL: jessica@survivalofthefinest.com

STATUS: AIGA member | USAF Veteran (Protected)

ABOUT ME

As a Graphic Designer/Web Designer-Developer with over seven years of communication experience; with regard to concept development, project management and print production I enjoy working in a team environment as much as I enjoy working by myself.

Beyond being well versed in Adobe Creative Suites from CS3 through CC; both on the Mac and PC platforms, I have honed my skills to include web design and development.

In my continuing studies, I have included: Psychology, Anthropology and Public speaking; giving me a fresh perspective in matters of marketing strategy, consumer psychology, visual communications and end user experience.

SOFTWARE SKILLS

INDESIGN ●●●●●

ILLUSTRATOR ●●●●●

PHOTOSHOP ●●●●●

ACROBAT(DC) ●●●●●

DREAMWEAVER ●●●●○

HTML(5)/CSS(3) ●●●●○

JAVA SCRIPT/JQUERY ●●●○○

WORD/POWERPOINT ●●●●●

WORK EXPERIENCE

ALBERTSON'S COMPANIES, Portland OR, Jun 2019 - Aug 2021 STARBUCKS MANAGER

- Managed fast-paced work environment ensuring customer satisfaction and product quality increasing net profit by 37% and overall customer satisfaction by over 47% within first quarter.
- Constantly reviewed store environment and key business indicators to identify problems, concerns, and opportunities for improvement to provide coaching and direction to the store team to achieve operational goals.
- Used all operational tools to plan for and achieve operational excellence in the store. Tools include: Automated Labor Scheduling, Monthly Status Reports, Quarterly Business Reviews, cash and inventory management.

SUN COMMUIY SCHOOL (EPHC), Portland OR, Oct 2018 - Jun 2019 INSTRUCTOR/EDUCATOR

- Presented comprehensive lessons using both visual/audio means.
- Provided individualized instruction to each student by promoting interactive learning. Planned and executed in-class and outdoor activities and events.
- Created and distributed educational content including but not limited to: notes, tests, summaries and assignments.
- Observed and understood students' behavior in order to report suspicions of neglect, abuse etc. while creating a safe and stable learning environment.

KEYSTONE AUTOMOTIVE INC., Tualitin OR, Jun 2016 - May 2017 SENIOR GRAPHIC DESIGNER

- Responsible for construction of collaborative, high-volume, supplemental RV parts catalog; published monthly. Reducing production time by over 50 percent while eliminating need for excessive revisions during production.
- Redesigned third party vendor and in-house ads, promoting increase in sales up to 60 percent within one fiscal year.
- Tasked with creating education material to include step-by-step manuals and templates for training new hires, existing designers and third party vendors. Training included: catalogs, articles, ads and file management.

EDUCATION

- Social Media Specialist*, Portland Community College (2013-2014)
- Visual Information Specialist*, (Same as above) (Apr-Oct 2012)
- Bachelor of Fine Arts*, The Art Institute of Portland (2007-2011)
- General Studies*, Lane Community College (2003-2005)

JESSICA KRUMLAUF

GRAPHIC DESIGNER/ WEB DESIGNER/ ILLUSTRATOR

PHONE: 503.752.5537 WEBSITE: survivalofthefinest.com

EMAIL: jessica@survivalofthefinest.com

STATUS: AIGA member | USAF Veteran

WORK EXPERIENCE CONTINUED...

**HERB PHARM INC., Williams OR,
Sept 2015 - Feb 2016
GRAPHIC DESIGNER**

- Created print ready production materials, focusing on integrated brand promotion to include: “Core Products” booklet, pricing guides, inserts, postcards and other print collateral; such as children’s coloring pages.
- Provided design support, adjusting “Professional Line” vector bottle images as well as over 300 other products for future promotional campaigns.

**COMPASS COLOR, Portland OR,
Apr 2013 - Feb 2016
PRODUCTION ARTIST**

- Provided print production support ensuring all client supplied materials met print ready standards; to include but not limited to: color corrections, type revisions/ replacements, image edits and layout adjustments.
- Rebuilt client requested, print-ready layouts for projects with missing production files, broken image links and further desired design edits.

**STARNET SOLUTIONS, Chandler AZ,
Mar 2013 - Dec 2015
GRAPHIC DESIGNER/ FRONT-END WEB
DESIGNER/DEVELOPER**

- Provided concept development, marketing assistance and illustration to include, but not limited to: corporate identities and print collateral.
- Designed and constructed website layouts and web-ready illustrations to assist in site design including animation states for motion graphics.

**OFF THE WALL MAGNETICS, Portland OR,
Feb 2012 - Jun 2015
ART DIRECTOR**

- Ensured all clients production files and design layouts were print-ready and within specified limits for their chosen substrates in accordance with the requirements each print facility.
- Created dynamic layouts for print collateral and promotional material to compliment existing brands, for distribution at trade shows and use by third party vendors.

**GENERATIONS LLC., Happy Valley OR,
Dec 2013 - Aug 2014**

SOCIAL MEDIA SPECIALIST

- Designed/developed, fluid based, e-newsletter template, page layouts for use in targeted email campaigns.
- Composed novice focused, instructional guide for MailChimp database navigation and e-newsletter template editing via PowerPoint presentation to include visual imagery and hyper-links.
- Managed Wordpress website database with special regard to Blog template manipulation to include: type elements, image manipulation and multimedia placement.
- Posted Facebook news updates, applying algorithm for increased posting visibility focusing on Newsfeed ranking to include ROI and ROE measurement.

**USFWS- EXTERNAL AFFAIRS, Portland OR,
Apr 2012 - May 2014**

VISUAL INFORMATION SPECIALIST

- Designed crucial, marketing collateral to promote/retain Regional projects, activities and funding to compliment the Pacific Region’s new website appearance.
- Worked in team environment to re-design and develop USFWS - Pacific Region’s “Home” and “Newsroom” pages to include integration of previous databased elements in order to simplify navigation and enhance end-user experience. Increased page views by over 50 percent and stay time by over four minutes.
- Provided design and front/back-end web coding for a variety of inner-regional projects, including website pages, “Specialist Profiles” and the creation of an Endangered Species Widget.
- Designed and developed interactive website map to support increased web traffic for entire Pacific Region.

**US AIR FORCE, CONUS, Nov 1996 - Feb 2001
MEDICAL SERVICE JOURNEYMAN/ NREMT- Basic**

- Acted as preceptor to newly assigned personnel.
- Assisted professional and paraprofessional personnel in providing care on a 28 bed, multiservice inpatient unit with an average monthly patient load of 320.
- Administered medication as directed by medical provider.
- Performed initial unit orientation for patients and their families to include basic preoperative instructions.
- Participated in data collection and unit performance improvement activities.

JESSICA KRUMLAUF

PHONE: 503.752.5537

EMAIL: jessica@survivalofthefinest.com

STATUS: AIGA member ♦ USAF Veteran

REFERENCES

LOLA MELENDEZ

MANAGER,
STARBUCKS, ALBERTSON'S #575.
EMAIL: lola.melendez@pcc.edu
PHONE: 971-207-6939

ANTHONY ZAFRA

SUN SITE MANAGER,
RON RUSSELL MIDDLE SCHOOL-
(El Programa Hispanio Catolico-EPHC)
EMAIL: anthony_zafra@ddouglas.k12.or.us
PHONE: 503-256-6500 X5641

JIM FLETCHER

OWNER, OPUS CREATIVE
EMAIL: jim.fletcher@opuscreative.com
PHONE: 503-220-0252

JASON HOLM

ASSISTANT REGIONAL DIRECTOR OF
EXTERNAL AFFAIRS, USFWS
EMAIL: jason_holm@fws.gov
PHONE: 503-231-2264

KRISTY STEPHENS

GRAPHIC DESIGNER,
KEYSTONE AUTOMOTIVE INC.
EMAIL: artbykristy@gmail.com
PHONE: 503-703-6029

ROHIT PRASAD

OWNER, COMPASS COLOR LLC.
EMAIL: rohit@compasscolor.com
PHONE: 503-828-8116

ELLIOT HOROWITZ

OWNER, STARNET SOLUTIONS LLC.
EMAIL: elliot@starnetsolutions.net
PHONE: 323-463-0359

REBECCA STAYNER

DIRECTOR OF INFRASTRUCTURE,
GENERATIONS LLC.
EMAIL: rstayner@generationsllc.com
PHONE: 503-490-4756

JAY MINSKER

DIRECTOR OF SALES,
OFF THE WALL MAGNETICS LLC.
EMAIL: jay@4thefridge.com
PHONE: 503-331-0114

ACCOLADES

STARBUCKS ALBERTSONS #575

"Always reliable. My 'Star Barista.' Engaging and courteous, Jessica is passionate about food and beverage preparation and education. Always able to keep great customer connections. Always willing to try new things and take on new challenges."

- LOLA MELENDEZ

STARNET SOLUTIONS LLC.

"I have worked with Survival of the Finest for the last two years and I'm always surprised by Jessica's lateral thinking. I can express a project that needs to be fleshed out and when I receive the finished product back the result is always thorough and professional. Her perspective is fresh while her design sensibility is clean. She is timely reliable, and follows through with her work."

- ELLIOT HOROWITZ

WEB, APP, AND E-COMMERCE SOLUTIONS. SDVBE/ESB

"Working with Jessica on two government website projects, and her experience, passion, and professionalism exceeded my expectations with every interaction. Jessica's talents and creative insights are a rare gift, placing her finished work above that of many other competitors...in today's fast-changing digital landscape. I've already recommended Jessica's work to others in my network, and I would consider her a valuable asset for any organization. I would hire her without hesitation for any future media needs."

- DEREK NEUTS, MS

METROPOLITAN FAMILY SERVICES

"I have seen Jessica, over the time that I have known her; to take rough ideas and hen-scratches on sticky notepaper and turn it into something not only beautiful but also memorable. Jessica's illustration skills excellent but above that is her warm smile and sincere customer service; it is clear that she is as passionate about her customers design needs as the customers themselves."

- MEGHAN ZOOK