

# JACQUELINE PORTER

Dedicated to inspiring and teaching high school students in visual arts, I am a creative specializing in branding, design strategy, and education with over six years of professional design experience.



New Orleans, LA  
650 793 6438  
jacquelineportercreative.com  
jacqueline@jacquelineportercreative.com  
linkedin.com/in/jacquelineportercreative

## EDUCATION

### University of Southern California Roski School of Art and Design

Bachelors of Fine Arts in Design  
Los Angeles, CA  
May 2023  
Major GPA: 3.9

## CREDENTIAL

### California Substitute Teaching Permit (CL-505p)

### Career Technical Education Teaching Credentials in Progress:

- Arts, Media, and Entertainment
- Manufacturing and Product Development

## SKILLS

- Expert in Adobe Creative Suite, including InDesign, Photoshop, Illustrator; Expert in Procreate, proficient in HTML and CSS
- Expert in brand identity development and strategy
- Expert content creator and social media manager
- Expert in presentation deck creation and delivery

## INTERESTS

- Long board surfing, bookbinding, 1990's punk aesthetic, traveling, hiking, skiing, yoga
- Favorite artists and designers: David Carson, Paula Scher, Pablo Picasso, Antoni Gaudí architecture, Henri Matisse cutouts
- Main question I consider: How can I represent intrinsic values within my designs to make an emotional connection to the viewer?
- Most important aspect of life: Human relationships

## EXPERIENCE

### ANALY HIGH SCHOOL ART DEPARTMENT VOLUNTEER & SUBSTITUTE

SEBASTOPOL, CA  
SPRING 2024

- Assisted in Digital Photography and Graphic Production classes for 30 diverse students per session, spanning grades 9 through 12. Shared expertise in Adobe Creative Cloud, fostering students creativity and technical skills
- Maintained an immersive presence in the classroom, investing 30 hours weekly to enrich students' learning experiences
- Provided support to students, addressing their questions and guiding them through complex projects, by offering personalized assistance and encouragement
- Proactively addressed disruptions and challenges to create an inclusive and productive learning environment

### LUM SPIRITS CREATIVE AND BRAND MARKETING

LOS ANGELES, CA  
SEPTEMBER 2021 – JANUARY 2023

- Created and executed 360° campaign resulting in national expansion to five additional states and raising national brand awareness and turnover
- Reinvented brand identity to reflect company values and promote sales, including packaging redesign, logo re-brand, new color ways, typography
- Developed, executed, and maintained campaign ideas, posters, signage, packaging, experiential, social, merchandise, partnerships
- Curated and created designs for a cohesive Instagram page that reflected the brand's values with two to three posts per week

### WOODSIDE CAPITAL PARTNERS DESIGN SPECIALIST

SILICON VALLEY, CA  
AUGUST 2022 – DECEMBER 2022

- Re-branded corporate identity consisting of logo creation, color palette, and typography for global investment firm with locations in Silicon Valley, London, and Zürich, Switzerland
- Developed a digital tool kit featuring all identity assets
- Created 12 logos and mock-ups of business card, letter head, and website
- Researched current trends to create a unique new logo

### CHILDREN'S BURN FOUNDATION GRAPHIC DESIGNER

LOS ANGELES, CA  
SEPTEMBER 2022 – DECEMBER 2022

- Created a new logo for the global non-profit and developed a digital tool kit consisting of typeface, color palette, and usage standards
- Worked with marketing director to identify target audience and strategically represent their needs within the logo
- Examined similar companies' identities to create a unique, individualized logo

### USC FISHER MUSEUM OF ART BRANDING SPECIALIST

LOS ANGELES, CA  
AUGUST 2022 – SEPTEMBER 2022

- Executed visual identity re-brand for the museum consisting of logo creation and digital tool kit based on strategic research
- Interviewed museum director and marketing team to identify the strengths and weakness of the current identity
- Created pitch deck and presented board members the research, strategy, and new identity