



JESSICA

HOKE

Graphic Designer
Portland, Oregon
hellojessicahoke.com

Skills



Branding



Motion



Events



Presentations



Social

Experience

Senior Designer

Caffelli LLC | Portland, Oregon | February 2012–December 2021

- Collaborated with content and design teams to create campaign assets spanning across digital and print.
- Ability to create quality designs that conform smoothly within a company's visual brand and responsible for peer reviewing internal work for brand inconsistencies.
- Completed several 2D Animation projects from start to finish, including storyboarding, illustration, voiceover editing, track selection, and final video delivery.
- Responsible for branding and asset creation for an entire event including badges, booth artwork, guidebooks, maps, print banners, photography, and wayfinding.
- Comfortable coordinating with vendors on print and merchandise projects including mockup creation and reviewing proofs.
- Proficient with Microsoft PowerPoint to design presentations including the creation of custom templates, icons, and detailed graphics.
- Designed websites from wireframing to delivery, while collaborated with the development team.

Tools & Software

Adobe Creative Cloud

Illustrator, Photoshop, InDesign, XD, & After Effects

Microsoft Office

Microsoft PowerPoint, Word & Excel

Social Media Platforms

Twitter, Facebook, & Instagram

Other

Figma & Procreate

Education

B.F.A. in Graphic Design

Oregon State University
Corvallis, Oregon | June 2011

Achievements

2014 Rosey Award

Nossa Familia Coffee rebrand

