

Jessea M. Rhames

RR 3 Box 4611
Doniphan, MO 63935

Cell phone: 573-225-9087
streetfiredesigns@gmail.com

∞ A LITTLE ABOUT ME

Talented, detail oriented designer who likes to stay on the ball. Experience ranges from computer-based design to the marketing and advertising of products. Outside the business world, my hobbies include bike riding, hot rods, rock climbing, photography, drawing, writing, and enjoying time with family.

∞ OBJECTIVE

To find full or part-time employment that utilizes my creative and conceptual skills in design and marketing. Looking for an ambitious company where there is opportunity to excel as well as variety in projects.

∞ EDUCATION

- BS in Digital Media & Design, Arkansas State University, Jonesboro, AR 2006-2009
Emphasized in Design, Advertising. Graduated Magna Cum Laude.
- AA in General Education, Three Rivers Community College, Poplar Bluff, MO 2003-2005
(Graduated with Highest Honors) GPA: 3.77

∞ HONORS

- Chancellor's List, Arkansas State University Fall 2007, Spring 2008 and 2009
- Dean's List, Arkansas State University Spring 2007

∞ ACADEMIC EXPERIENCE

- Spring 2009 Photography for the Graphic Designer II: Developed a series of self promotional advertisements ranging in size from 8.5x11"-11x17". Ads demonstrated the use of photography to portray animals, motion, architecture, etc. Various features on a Nikon DSLR camera were used to achieve results as well as use of a light room for product photography.
- Spring 2008 Graphic Design IV: Examined research to develop concept and design ads for Terminix. Ad campaign slogan: "A different kind of natural disaster." Utilized Illustrator and Photoshop to develop two yellow page ads and one Internet banner.
- Spring 2008 Graphic Design IV: Examined research to develop concept and design typography only poster for the Fur Free Alliance's "Design Against Fur" competition.
- Spring 2008 Photography for the Graphic Designer I: Developed self-promotional poster advertising product photography. Used digital camera to photograph products in light room. Edited photos in Photoshop and laid design out in Illustrator. Wrote brief ad content targeting businesses who need product photography.
- Spring 2008 Promotional Writing: Developed a portfolio of commercial scripts written for class. Scripts include 15, 30, and 60 second radio and television ads. Portfolio also includes one five minute corporate video script and public service announcements.

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∞ ACADEMIC EXPERIENCE (CONTINUED)

- Fall 2007 Principles of Advertising: Perceptual Mapping Project - Researched eight cereal brands to determine their nutritional value. Developed survey to determine consumers perceived nutritional value of cereal and perceived target audience. Determined through research that consumers perceived nutritional value did not always match real nutritional value. Revealed that advertising effects how consumers place products in the marketplace.

∞ WORK EXPERIENCE

2006-2009 **County Tractor & Equipment (and/or Runaway Tire)**
Webmaster/Internet Manager/Advertising Assistant/Graphic Designer

- Manage advertising and website. Wrote TV commercial script and guided production. (2009)
- Created Runaway Tire, a new business identity for County Tractor's automotive department. Developed logo and brand image. Layed out exterior design for existing building. Created business cards. (2008)
- Managed marketing and created advertisements/campaigns for Runaway Tire. Ads included radio scripts, newspaper ads, flyers, articles, TV ads, etc. (2008)
- Designed custom car layout for County Tractor's business vehicle. Designed in Photoshop over existing picture of vehicle. Worked closely with vinyl graphics producer. (2007)
- Developed and designed web site for County Tractor using FrontPage. Continue to maintain and update. Correspond with customers sending inquiries via the web site. (2006-2008)
- Designed a variety of .gif Internet banner ads. (2007-2009)

2007-2009 **Free-lance design under name "Streetfire Designs" (Part Time)**

- Create new corporate identity for The Bread Company including logo design, development of web site, and design of a gift card. Utilized Dreamweaver, Photoshop, Illustrator, and Flash. (2009)
- Designed and developed His Place church web site in HTML/CSS. Development included writing content, taking photographs, implementing interactive calendar, etc. Utilized Dreamweaver and Photoshop. (2008)
- Designed logo for Superior Bio-Tech. Worked closely with business owner to achieve objectives. (2007)
- Designed and produced tickets for local children's event held by His Place church. (2007)