



# JESSICA PANIAN

graphic designer

## LET'S CONNECT

📍 South San Francisco, CA

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## EXPERTISE

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Lightroom

Photography

Photo Editing

Blogging

## SPECIALTIES

Branding

Event Booths

Web Banners

Infographics

Brochures



## ABOUT ME

Proactive and driven graphic designer who thrives in a fast paced environment and uses creative thinking to make a positive impact.



## EXPERIENCE

### GRAPHIC DESIGNER | EQUINIX, INC.

09/2017–present

- Create designs for tradeshow booths and supporting event assets such as banners, flyers, and brochures
- Audited brand and refined guidelines for all visual representations of brand (shapes, typography, colors, imagery, etc.), culminating in the development of a website devoted to brand education and reference for guidelines
- Created new email and landing page modules in Marketo, eliminating the need for marketing teams to request graphics when constructing an email
- Worked with talent acquisition team to create a collection of banners for use in a recruiting campaign across social media
- Developed new trifold template and style that has become a key asset for all events and a highly requested asset type across marketing teams

### GRAPHIC DESIGN INTERN | RINGCENTRAL

6/2017–9/2017

- Developed new intern program branding including logo, photography, and website
- Organized photoshoot, photographed, and edited headshots of each individual in the intern program
- Created visual wireframe for update to intern program website
- Designed carousel to be used on updated website of individual slides for each intern that included headshot and quote

### CUSTOMER MARKETING INTERN | RINGCENTRAL

6/2016–8/2016

- Researched customer onboarding processes of competitors and conducted internal experiment with company's onboarding experience in order to provide insights to marketing executives
- Optimized landing pages for conversion and better brand alignment
- Assisted in developing online communication center for admins and end users
- Managed multiple projects requested from creative team and provided design feedback to achieve project objectives

### JESSICA NOEL PHOTOGRAPHY

4/2013–present

- Lifestyle photography specializing in natural light family portraits, headshots, and events
- Edit and digitally deliver high quality images to clients



## EDUCATION

### BA DESIGN STUDIES | SAN JOSE STATE UNIVERSITY

09/2017–present