



Sheila Jackson

graphic designer

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SUMMARY

Contract graphic designer with strengths in creativity, collaboration and communication. Projects managed from creative conception to print production. Experienced in organizing and facilitating programs and events. Participated in the AIGA Design for Good Impact 48 and AdCraft of Detroit hello: Detroit programs. Available for remote projects and meetings as needed.

SPECIALTIES

Brochures and Newsletters • Logos and Brand Identity • Posters and Postcards
Special Event Invitations • Infographics • Direct and E-mail Marketing
PowerPoint Presentations • Website Mock-ups • Social Media

SKILLS

- Expert in Adobe InDesign, Adobe Illustrator, Adobe Photoshop
- Intermediate in PowerPoint Presentation
- Some HTML & CSS experience

EXPERIENCE

JAMERICAN CREATIONS | Livonia, MI

Graphic Designer

2010 - Present

- Crohn's and Colitis Foundation of America-Michigan Chapter: Created logo and save the date for special event, flyers, and holiday cards
- Area Agency on Aging 1-B: Designed flyers and brochure to promote programs
- CloudFace LLC: Designed business cards, sell sheet, and software box mock-up
- Inkster Task Force: Created logo, flyers, posters, social media posts, and updated website to publicize 5K event
- IT FEELS GOOD 2B ME!!: Developed branding identity, social media posts, and updated website

WORDS OF STEELE CREATIVE SERVICES | Farmington Hills, MI

Contract Graphic Designer

2010 - Present

- Balo First: Designed banner, flyers, and table tents to advertise product launch
- ACCESS Business Solution Center, L & V Properties LLC, and Diversified Security Solutions: Developed brand identity including logos, corporate stationary, brochures, and website mock-ups
- Inkster Family Literacy Movement: Created summer activity book for school-age children
- Comcast Business Class: Created PowerPoint Presentations for meetings

NATIONAL KIDNEY FOUNDATION OF MICHIGAN | Ann Arbor, MI

Contract Graphic Designer

2010 - Present

- Collaborate with Communications Department to create infographics for print and social media
- Develop brand identity for new programs and events providing statewide visibility
- Design marketing materials and invitations for an annual major fundraising event attended by over 700 celebrities, medical field affiliates, and high society guests resulting in over \$600,000 in revenue per year
- Managed graphic design intern by assigning design projects and provided feedback on portfolio presentation

EDUCATION

WAYNE STATE UNIVERSITY | Detroit, MI

B.F.A. in Art concentration in Graphic Design

WAYNE STATE UNIVERSITY | Detroit, MI

B.S. in Allied Health Sciences