

# JANE CAMPBELL

jcampbell14830@gmail.com

608-698-5552

janecampbelldesign.com

## Experience

### *Bellacor*

Minneapolis, MN

MARCH 2019 - PRESENT

#### Digital Graphic Designer

- Head Graphic Designer for Bellacor.com, an ecommerce brand that sells lighting, furniture, and home decor
- Design original web assets and web banners within brand guidelines
- Design landing pages using User Experience best practices
- Design and create emails and email templates.
- Create digital assets for mobile, desktop, social, paid media
- Create style guides and presentations for brand repositioning and holiday
- Redesign Product Detail Page and Product Listing Page
- Design social media posts and manage social media scheduling
- Design new look and feel of site migration to Salesforce, including photography, type styling, layout
- Assist with art direction on photo shoots for private label products including photography, type styling, layout

### *Bluestem Brands*

Eden Prairie, MN

OCT 2018 - DEC 31, 2018

#### Contract Graphic Designer

- Digital design for Fingerhut.com and Gettington.com
- Design original web assets and web banners
- Create digital assets for mobile, desktop, and social
- Use Holiday style guide to inform design decisions

### *Target*

Minneapolis, MN

MAY 2018 - SEPT 2018

#### Contract Creative Production Designer

- Executes layout design of the Target Holiday Kids Catalog
- Assists with creative details including layout, typestyle, photography, graphics and imaging.
- Assists Art Directors on photo shoots.

### *Perforce Software*

Minneapolis, MN

AUG 2017 - FEB 2018

#### Graphic Design Intern

- Design marketing and event collateral, including white papers, digital ads, stickers, blog images, infographics and ebooks
- Design and Update Powerpoint presentations
- Illustrate and conceptualize software concepts into eye catching designs

### *Lee Enterprises*

Madison, WI

JAN 2015 - JAN 2017

#### Page Designer

- Design 15-30 newspaper pages per shift using InDesign, Total Blox CMS, and Photoshop
- Maintain communication with remote editors
- Communicate with production staff on print quality
- Maintain high productivity by meeting tight deadlines

## Education

*Minneapolis College  
of Art and Design*

**Master of Arts -  
Graphic & Web Design**  
Graduated December 2019

*University of Minnesota,  
Twin Cities*

**Bachelor of Arts - Journalism  
Minor - French, Design  
& Cinema Studies**  
Graduated December 2014

## Skills

- Adobe InDesign, Illustrator, Photoshop, After Effects
- Social Media Marketing
- Some Photo Art Direction
- HTML/CSS
- UX/UI Design
- Microsoft Office
- Shooting video/Final Cut Pro
- Magazine writing/AP Style
- Copy writing and editing

**Open to Remote Work  
or Relocating**