

# JESSICA PAIGE RIPORTI

ART DIRECTOR

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CURRENTLY: WASHINGTON, DC

## EDUCATION

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VCU BRANDCENTER  
**M.S. Business/Branding**  
Art Direction  
(Aug 2022 - May 2024)

UNIV. OF SOUTH CAROLINA  
**B.A.J.M.C.**  
Visual Communication +  
Business Administration  
(Aug 2018 - Dec 2021)

## AWARDS

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2024 MUSE Awards *Silver*

2023 Communication Arts  
*Shortlist*

2021 Leadership Distinction  
*Professional Engagement*

## SOFTWARE

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Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
Adobe Premiere  
Chat GPT  
Figma  
Final Cut Pro  
G-Suite  
Microsoft Office  
Midjourney  
Procreate

## TEACHING EXP.

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BOOK180  
Teaching Assistant  
(Jan 2025 - Present)

THE CAROLINA AGENCY  
Creative Professional Counsel  
(Jan 2022 - Jan 2024)

BE CRAFTFUL  
Art Instructor  
(Oct 2016 - June 2018)

## EXPERIENCE

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Freelance / Washington, DC-based  
**Art Director & Designer**  
(Dec 2024 - present)

Gus.biz / New York, NY  
**Creative - Art Director**  
(June 2024 - Nov 2024)  
Developed strategic creative positioning for new brand ventures. Collaborated with copywriters and strategists to deliver elevated multi-channel campaign ideas. Ensured all assets were visually compelling and conceptual.  
*Clients: NBA, A24, Bumble, Netflix*

ARGONAUT / New York, NY  
**Art Direction Intern**  
(Summer 2023)  
Created and pitched a campaign to help Cricket Wireless close the digital divide. Led a team of 6 through inspiration & tissue sessions, internal check-ins, and the final presentation.

THE ZAP GROUP / Scotch Plains, NJ  
**Graphic Designer**  
(May 2018 - Aug 2022)  
Served as the lead on logo, social media, billboard, signage and brand guidelines for 10+ clients. Led creative client meetings.