

JESSICA PAIGE RIPORTI

ART DIRECTOR

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CURRENTLY: WASHINGTON, DC

EDUCATION

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

2024 MUSE Awards *Silver*

2023 Communication Arts
Shortlist

2021 Leadership Distinction
Professional Engagement

SOFTWARE

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

ASK ME ABOUT

Famous murder cases
My rescue beagle
Today's Connections game
What I'm reading
New Jersey bagels

EXPERIENCE

GUS / *New York, NY*

Creative - Art Director

(June 2024- present)

Develop strategic creative positioning for new brand ventures. Collaborate with copywriters and strategists to deliver elevated multi-channel campaign ideas. Ensure all assets are visually compelling and conceptual.

Clients: NBA, A24, Bumble, Blueland

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 CAROLINA AGENCY / *Columbia, SC*

Creative Professional Counsel

(Jan 2022 - Jan 2024)

THE ZAP GROUP / *Scotch Plains, NJ*

Graphic Designer

(Dec 2021 - Aug 2022)

Served as the lead on print & digital projects, including logo design, billboards & flyers for 10+ clients. Led creative client meetings. Curated brand guidelines and rebranded for 5 clients.

Graphic Design Intern

(May 2018 - Dec 2021)