

Jessica McDonald

GRAPHIC DESIGN • VISUAL COMMUNICATION • BRANDING

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SUMMARY

Creative and detail-oriented graphic design student at Southern New Hampshire University (BA expected October 2027) with a strong foundation in digital design, branding, and visual communication. Bringing 10 years of experience in administrative support, organization, and client-facing roles, plus hands-on design experience as owner of **Pixel Palette**, an Etsy shop creating and selling digital planners and templates. Skilled in Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign), and AI-assisted design tools. Seeking an entry-level design or creative support role to apply a creative eye, problem-solving, and passion for visual storytelling.

PROFESSIONAL EXPERIENCE

Education Associate

Aug 2026 – Present

Tailwinds Ed Consulting • Remote

- ▶ Engage prospective students through social media outreach, answering questions and guiding them toward going back to school.
- ▶ Schedule appointments between prospective students and admissions representatives, keeping a steady pipeline moving.
- ▶ Explain program options clearly and empathetically so each person finds the right educational fit.

Owner & Digital Designer — Pixel Palette (Etsy Shop)

2024 – Present

Self-employed

- ▶ Design and sell digital planners, templates, and printables to a global audience.
- ▶ Create high-quality, on-trend digital products using Canva and Adobe tools.
- ▶ Manage product listings, SEO, and overall shop operations to drive visibility and sales.
- ▶ Analyze sales performance data and customer feedback to improve designs and increase revenue.

Freelance Virtual Assistant

2022 – Present

Self-employed • Remote

- ▶ Deliver high-quality administrative and personal support to small business owners and independent professionals in a remote setting.
- ▶ Manage digital calendars, coordinate appointments, and maintain organized filing systems using cloud-based tools.
- ▶ Perform accurate data entry, conduct thorough online research, and create detailed spreadsheets to support business operations.
- ▶ Handle client communication through email and chat platforms, ensuring prompt, professional responses.

Remote Email & Chat Support Specialist

Jan 2020 – Jan 2022

VirtuLink Support Services • Remote

- ▶ Provided outstanding customer support through email and live chat, consistently resolving inquiries with speed and accuracy.
- ▶ Documented all customer interactions in CRM platforms such as Zendesk and Salesforce, maintaining detailed service records.
- ▶ Troubleshoot common issues and guided customers through solutions, efficiently escalating complex cases to the appropriate teams.
- ▶ Recognized for exceeding customer satisfaction benchmarks while maintaining a rapid response time.

Customer Service Representative

Sep 2016 – Nov 2019

IGA Food Store • Aberdeen, NC

- ▶ Provided guidance, orientation, training, and feedback to help department employees achieve performance standards.
- ▶ Ensured customers received polite, friendly service from the grocery department staff.

SKILLS

DESIGN

Canva

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Typography

Layout

Color Theory

Branding

Digital Product Creation

AI TOOLS

ChatGPT

Claude

Adobe Firefly

Google Labs

DIGITAL BUSINESS

Etsy Shop Management

SEO

Product Listings

Customer Communication

ADMINISTRATIVE & SOFTWARE

Scheduling

Data Entry

Zendesk

Salesforce

Zoom

Slack

Asana

Microsoft Office

Google Workspace

EDUCATION

Southern New Hampshire University

Expected Oct 2027

Bachelor of Arts, Graphic Design

Richmond Community College

2016

Associate of Arts

CERTIFICATIONS

- ◆ **Google Cybersecurity Professional Certificate** — Coursera (Dec 2023)
- ◆ **What is Graphic Design?** — LinkedIn Learning (Jan 2026)