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Art and design are my foundational means of self-discovery and expression. I excel when collaborating with others to bring ideas to life. Through my work, I seek to share my unique perspective and connections with the world, highlighting the beauty and diversity of everyday experiences. My passion is rooted in communication and expression through design, acknowledging that everyone sees the world differently. I strive to share my vision and love through my creations.

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jen.alyssa.linsley@gmail.com | 707.365.3620 | www.jenlinsley.com

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## PROGRAMS

adobe creative cloud  
adobe illustrator  
adobe indesign  
adobe photoshop  
adobe after effects  
microsoft office  
powerpoint  
midjourney  
Understanding of  
HTML/CSS Design

## SKILLS

branding identity  
collateral layout  
web design  
advertising  
ad campaign  
email campaign  
digital downloads  
typography  
marketing  
strategy  
social media  
mural design  
print production  
video production  
tradeshow design  
event promotion  
time management

## PROFESSIONAL WORK

### SENIOR DESIGNER | ALLWORTH FINANCIAL

September 2018 - June 2024

At Allworth Financial, I played a key role within a 20+ in-house marketing team supporting the firm's national expansion plans by collaborating with, and supporting its various markets, specialty divisions, and organic growth efforts including: general market, B2B, target company, airline, 401k, tax, client services, events, and internal client communications. Within my first 6 months with the firm, I played a design collaboration role with the rebranding team, creating an entirely new brand identity and system. My responsibilities included creating both print and digital collateral within each market from POS handouts, booklets, guides, digital download resources to various website elements, digital ad and email campaigns, social media, video production, event and trade show booth design/print production, and presentations. I also was responsible for training and mentoring other team members in developing cohesive branding — implementing templates to improve turn-around times, increase productivity, and help our team achieve to-market efficiencies.

### JUNIOR ART DIRECTOR | COLDWELL BANKER RESIDENTIAL BROKERAGE

April 2018 - September 2018

At Coldwell Banker, my responsibilities as the Junior Art Director included collaborating with regional project managers and other designers across the country. I develop and maintain local and national campaigns with social, digital, and print deliverables. I created a variety of agent materials, helped develop and produce publications for their luxury homes sub-brand, and managed the design templates for their proprietary website dashboard system.

### FREELANCE PRODUCTION & GRAPHIC DESIGNER | MERCANTILE 12

February 2018 - April 2018

At Mercantile 12, I played a key role in producing and designing a variety of exclusive items tailored for high-end wine country merchandise. These products were showcased and sold within local wineries, boutiques, gourmet markets, hotels, and resorts across regions of Napa Valley, Sonoma, the Central Coast, Oregon, Willamette Valley, and Washington. The custom designs were featured across several proprietary collection lines. These high-end, specialty items included hats, shirts, wine glasses, mugs, tumblers, tea towels, tote bags, coasters, wine bottle stoppers, and wine gift bags.

### FREELANCE PRODUCTION & GRAPHIC DESIGNER | POPYRUS

July 2017 - April 2018

At Papyrus, I designed various elements for greeting cards and home office supplies. I worked collaboratively with Art Directors and illustrators across the organization, including Bird & Quill and the R29 collaboration lines, creating production plates for printing processes from hot stamping and embossing to screen printing, special die-cuts, fabrics, attachments, epoxy, ribbons, and custom charms.

### GRAPHIC DESIGNER | LIONAKIS

October 2013 - July 2017

At Lionakis, my responsibilities were multifaceted, providing graphic design support across various channels. I collaborated in developing presentations, schedules, award submissions, client branding and implementation, brochure development, large scale wall graphics, in-house announcements, advertisements, e-blasts, multimedia videos, and maintaining their website, blog, and social media accounts.

## EDUCATION

### THE ART INSTITUTE OF CALIFORNIA-SACRAMENTO

2010 - 2013

I attended the Art Institute for 3 years—receiving a Bachelor of Science Degree in Graphic Design. Throughout my college experience, I was fortunate to have had the opportunity to develop my skills in logo design, branding, identity systems and implementation, photography, product design, packaging, international design, wayfinding, marketing, annual report design, publication and book layout, motion graphics, print production, experimental typography, and web design and applications.



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## REFERENCES

### DAN JONES

2013 - Present | 916.878.9326 | WDJ3@yahoo.com

Dan is the Design Manager at Allworth Financial, he was also my manager for several years at Lionakis.

### PAUL HERSEK

2020 - Present | 916.335.1032 | PaulDHersek@gmail.com

Paul is Director of Marketing / Head of Creative Services at Allworth Financial.

### NADJA FITCHHORN

2009 - Present | 707.592.8488 | NadjaF@VacavilleUSD.org

At A Stroke of Magic Art Studio, Nadja served as my mentor. I studied under her guidance and collaborated with her in the studio. We both obtained our Bachelor's degrees in graphic design concurrently. Presently, she teaches Visual Media Arts Teacher at Buckingham Collegiate Charter Academy, and I have shared on my industry experience with her students.