**JESSI FRASER**

763-226-4140 • jessifraser77@gmail.com

A lifelong artist with excellent interpersonal communications skills. My clients say I have a knack for building rapport quickly, understanding their needs and translating that into the perfect project for the job. Specializing in customer and team communications with high level insight. Working the last 11 years in the entertainment/fashion industries has given me great confidence in my ability to work under tight deadline and create an environment around me where customers and teammates can be themselves, push out of comfort zones and thrive.

**EXPERIENCE:**

***MOD/VOD On boarding Asset Specialist/Design Manager***

Allied Vaughn May 2019 – Present in Minneapolis, MN

* On boarding graphic and video assets for MOD DVD/Blu-ray manufacturing and Video On Demand platform distribution
* Managing design team to create sleeves, disc labels and digital graphics
* Deadline management for movie/TV series street dates and production
* Maintaining and managing title list and distribution for digital submission to digital platforms
* One on one relations with movie studio production teams and individual filmmakers
* Managing Digital Operations team for digital compliance services
* Proofing and Editing of graphic assets for MOD and VOD production
* Leading weekly production meets with in-house teams as well as Studio production teams
* Working with venders to outsource compliance maintenance
* Speaking on industry webinars about Video On Demand Services

***Photo Editor  /Merchandise Designer***

Gwynnie Bee August 2014 - July 2018 Telecommuting to Long Island City, NY

* Create emails, banners and other digital assets for marketing and acquisition
* New arrival photo selection, layout and retouching
* Managed team of contractor retouchers
* Digital photo editing
* Digital asset management
* Collaborated with creative, copywriters and marketing partners
* Expert in Adobe Photoshop
* An eye for layout, hierarchy of content, and product composition
* Able to balance multiple projects and prioritize deliverables—meeting deadlines with quality design

***Business Owner/Photographer***

Evil i Studios, LLC September 2011 - March 2015 inMinneapolis, MN

* Keen understanding of how to photograph many media types
* Provide a creative perspective in fashion and entertainment industry shoots
* Concept and execute photography for: corporate, promos, product, catalog, portrait, concerts, or events.
* High level photo retouching, post manipulation, digital asset management
* Set building/styling
* Digital visual design and layout
* Business to business clientele building and Networking

***Sr. Web/Graphic Designer/Design Consultant***

Media Junction September 1997 - August 2009 in St. Paul, MN

* Helped built portfolio of 350 diverse clients
* Design/layout of print and collateral materials
* UX Design/development of websites - Front-end visual and UX development to backend data construction and launch
* Met with clientele to strategized their needs as a Design Consultant
* Additional duties included: in-house photography, receptionist, client delivery and misc duties.

**EDUCATION:**

***Hennepin Technical College 1993-1995***

- 2 Years Post Secondary for Commercial Ar t

***Minneapolis Business College 1995 -1996***

- Associates Degree In Graphic Design

***Yale University 2018***

- Certification in The Psychological Science of Well Being

- Intro to Psychology 101 taken online in 2020

***Therapeutic Art Life Coaching 2021***

- Certification in Meditation & Ar t Therapy

**SKILLS:**

PhotoShop, Lightroom, Illustrator, InDesign, Google Suite, MS Office, High End Retouching, Art Direction, Presentation Creation, and Sales & Marketing Psychology.

Also experienced with Public Speaking, was an Internet Radio DJ for 3 years, Sculpting, Visual Artist, Art Therapy and Mindful Meditation