

**Jerica Griffin-Stewart** • Digital Designer, Writer, Creative Consultant • Chicago, IL

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## PROFICIENCIES & SKILLS

*Digital Design | Branding | Marketing | Communications | Print and Package Design | Adobe Creative Suite | Canva | Mailchimp | Cascade CMS | Microsoft 365 | Windows OS | Apple OS | Learning Management Systems | POS/SAP Software | Social Media Content | Social Media Management | Content Writing | Instructional Design | Website Management | Event Planning, Logistics, & Coordination | Project Management | Museum and Gallery Curation*

## WORK EXPERIENCE

**2022–Present**, **Senior Communications Coordinator**, Northwestern University – Evanston, IL

- Designs and implements brand standards, marketing materials, and campus deliverables within the scope of The Graduate School (TGS)
- Runs TGS social media engagement, email marketing, and website content
- Collaborates on strategic communication initiatives, event planning, administration, research/evaluation, and graphic design requests with several Northwestern departments
- Serves on staff ambassador team and staff affinity group leadership

**2019–2022**, **Operations Specialist**, Apple Lincoln Park (Apple Inc.) – Chicago, IL

- Trained employees on Apple's inventory, customer support, and online/in-store systems
- Prioritized all store inventory—parts, products, and tools—in a timely and efficient manner
- Coordinated with a team to maintain stockroom, POS/SAP systems, and store operations

**2021**, **Instructional Designer**, Apple Inc. – Chicago, IL

- Spearheaded the Ways to Buy architecture for Apple's global retail training curriculum.
- Identified training needs to build instructor-led, digital, and virtual training for LMS systems
- Analyzed adult learner understanding, retention, and application of skills to develop more impactful and engaging learning materials and learning principles
- Designed creative solutions with fast turnarounds in accordance with corporate priorities

**2017–2018**, **Product Zone Specialist**, Apple Michigan Avenue (Apple Inc.) – Chicago, IL

- Educated retail tech consumers on how to best utilize their current devices
- Recommended products, sessions, services, and applications to best suit customer needs

**2011–2012**, **Journalist, Graphic Designer**, The Mash (Chicago Tribune) – Chicago, IL

- Composed news/feature and entertainment articles and headlines
- Digitally organized newspaper layouts, website content, and social media

## EDUCATION

**2025**, Museum Studies Professional Development Certificate, Northwestern University – Evanston, IL

**2022**, Instructional Design Foundations and Applications Certificate, University of Illinois Urbana-Champaign – Champaign, IL

**2012–2017**, Bachelors of Arts in Visual Arts, University of Illinois Springfield – Springfield, IL