

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

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PROFICIENCIES & SKILLS

*Adobe Creative Suite | Canva | Mailchimp | Cascade CMS | Microsoft 365 | Windows OS
Apple OS | Learning Management Systems | POS/SAP Software | Branding | Marketing
Graphic Design | Social Media Content | Social Media Management | Content Writing
Instructional Design | Website Management | Event Coordination | Communications*

EDUCATION

2025 Museum Studies Certificate, Northwestern University – Evanston, IL

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

- Graduated from Capital Scholars Honors Program
- Debuted at three art gallery exhibitions
- Won four speech awards at Forensics Speech & Debate Team regional competitions

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

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 that would 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