

# Jerica Griffin

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**PORTFOLIO:** [www.jngriffin.me](http://www.jngriffin.me)

Adobe Suite



Microsoft Suite



Various WMS



Procreate



Copywriting



iWork Suite



## PROGRAM PROFICIENCY

### EDUCATION

#### 2012-2017 • **Bachelors of Arts in Visual Arts, University of Illinois Springfield, Springfield IL**

- Graduated from Capital Scholars Honors Program
- Debuted at three art exhibitions
- Won 4 awards for self-composed speeches on Forensics Speech & Debate Team regional competitions
- Held leadership roles in 3 campus organizations; notably Founder & President of Japanime Springfield

### EXPERIENCE

#### Present • **Senior Communications Coordinator, Northwestern University, Evanston IL**

- Responsible for maintaining brand standards, marketing materials, and campus deliverables within the scope of The Graduate School (TGS).
- Collaborates on strategic communication initiatives, event planning, administration, research/evaluation, and graphic design requests with all units across TGS.

#### 2019-2022 • **Operations Specialist, Apple Lincoln Park (Apple Inc.), Chicago IL**

- Served as a resource for 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 as well as which products, sessions, services, and applications would best suit their needs.

#### 2016-2017 • **Digital Media Lab Assistant, University of Illinois Springfield, Springfield IL**

- Produced media for UIS events and exhibitions using the Adobe Creative Suite.
- Assisted UIS students and faculty with using digital media (full Adobe Suite, iMovie, Final Cut Pro), photography (Nikon/DSLR cameras, lightrooms), and printing technology (large format printer, laser cutter, laserjet and inkjet printers).

#### 2015-2016 • **Student Life Graphic Designer, University of Illinois Springfield, Springfield IL**

- Designed promotional material for Student Life events - most notably the branding materials for *Springfest* 2015 and 2016, an annual campus tradition event, using the main Adobe Suite.
- Drafted marketing solutions with the team to promote campus and community involvement.

#### 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.