



Raafia
Jessa
GRAPHIC DESIGNER

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832.535.8473

EDUCATION

University of Houston
Bachelor of Fine Arts degree in Graphic Design
May 2016

SKILLS

DESIGN

Experienced in Print Design, Identity/Branding Systems, Motion Graphics, Illustration, Web Design, Exhibition Layout, Information Graphics, UI Design Research & Concept development.

TECHNICAL

Proficient in Adobe Creative Suite
Skilled with the Microsoft Office Suite on both Mac OSX and Windows environments
Experience with HTML, CSS, Wordpress and Squarespace
Skilled with Letterpress, Silkscreen & Vinyl
Experience with Exhibition Installation and Fabrication
Photo Studio Experience
Fluent in Urdu and Hindi

EXHIBITIONS

Mother Tongue, Varley Art Gallery, Toronto | July 2017
(Mus)interpreted, Daniels Spectrum, Toronto | October 2016
Typo Berlin, House of World Cultures, Berlin | June 2016
NYCxDESIGN, South Street Seaport, New York | May 2016
20 Degrees, Midtown Arts & Theater Center Houston | May 2016
900, Third Space Gallery, Houston | February 2016
En|Gulf, Eco-poetics of the Gulf & Bay, Third Space Gallery, Houston | December 2015
INTER, Winter Street Studios, Houston | May 2015

AWARDS & ACHIEVEMENTS

Speaker at Markham PK15
2017 SEGD Global Design HONOR award for *En|Gulf, Eco-poetics of the Gulf & Bay*
Identity and branding for *Mother Tongue*
Valenti School of Communication Mural Competition & Installation
45 Symbols Exhibition and Global Publication
Identity, branding and book cover design for *En|Gulf, Eco-poetics of the Gulf & Bay*
Graduated Magna Cum Laude from the University of Houston
James H. & Minnie Edmonds Memorial Scholarship, 2012–2016
Dean's List, Fall 2012–Spring 2013, Fall 2015–Spring 2016

EXPERIENCE

THE WRIGHT TOUCH

Lead Designer | 2017 - present

Responsible for managing graphic content for existing and new clients: logo and identity generation, updating brands, creating brand standards, app design, web design and various print collateral as well as social media graphics

RAAFIA JESSA

Freelance Designer / Illustrator | 2012 - present

Involvement in creating graphic material individually as well as with various teams of designers/ developers/copyrighters etc. on various projects varying from Exhibition design to creating product design as needed by individual clients.

NUDESTIX

Retail Design Coordinator | 2016

Managed brand presence within various global retailers; designed packaging, communication and education for the brand as well as new products. Communicated with various manufacturers to design and produce various parts for use within global stores.

PENNEBAKER

Graphic Design Intern | 2016

Worked with senior designers and developers to transfer ideas and messaging into visual communication for print and web. Involved in the ideation for revamping and re-branding the firm to create a more contemporary feel for the company as well as the physical office.

APPLE INC.

Genius / Visuals | 2011–2016

In charge of troubleshooting and solving technical issues while maintaining composure and customer focus. Helped to reassure and appease customers using strong people skills, with an emphasis on problem solving to discover their needs, and present solutions unique to each interaction. Involved with the visuals team, in charge of upholding visuals standards within stores.

PRIMER GREY

Graphic Design Intern | 2015

Worked on collaborative graphic design projects for print and web: branding, direct mail pieces, web sites and promotional items. Worked closely with a small team of designers to translate ideas and messaging into marketing materials and identities for client as well as the firm.

References available upon request.