



Raafia
Jessa
GRAPHIC DESIGNER

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647.548.8473

EDUCATION

University of Houston
Bachelor of Fine Arts degree in Graphic Design
Graduated 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
Experience with HTML, CSS and Wordpress
Skilled with Letterpress, Silkscreen & Vinyl
Background in Exhibition Installation and Fabrication
Photo Studio Experience
Fluent in Urdu and Hindi

EXHIBITIONS

(mus)interpreted

Daniels Spectrum
October 2016

NYCxDESIGN

South Street Seaport, New York
May 2016

20 Degrees

University of Houston Graphic Design Senior Exhibition
Midtown Arts & Theater Center Houston
May 2016

900

University of Houston Third Space Gallery
February 2016

En|Gulf, Eco-poetics of the Gulf & Bay

University of Houston Third Space Gallery
December 2015

INTER

University of Houston Graphic Design Exhibition
Winter Street Studios
May 2015

EXPERIENCE

NUDES TIX

Retail Design Coordinator | 2016

Manage brand within various global retailers. Design packaging, communication and education for new products. Communicate 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. Helped with revamp and re-brand the firm to create a more contemporary feel for the company as well as the physical office.

APPLE INC.

Genius / Visuals | 2011–2016

Troubleshoot and solve technical issues while maintaining composure and customer focus. Used strong people skills, with an emphasis on problem solving to discover customer needs, and present solutions unique to each interaction. Was part of the visuals team, in charge of upholding visuals standards.

PRIMER GREY

Design Intern | 2015

Collaborative graphic design work for print and web including, but not restricted to, logos, direct mail pieces, branded promotional items and web sites. 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.

BIG YOGA

Design Intern | 2015

Assisted in re-branding the company, created templates and brand standards for new re-branding as well as layouts for various posters, newsletters and postcards for events and promotions. Created the new business card design as well as designed and sent out weekly email blasts.

AWARDS & ACHIEVEMENTS

Valenti School of Communication Mural Competition & Installation
45 Symbols Exhibition and Global Publication

Branding and Book cover 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