






# JASMINE A. FLOOD

## GRAPHIC DESIGN & BRAND MANAGEMENT

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-  Raleigh, NC

Multidisciplinary designer with 8 years of experience in the areas of graphic design, branding, and design for educational programs. Skilled in translating broad ideas into innovative and effective deliverables. Performs best in deadline driven environments with specific client budgets. Accustomed to staying on target and maintaining excellent communication in remote work environments.

## EDUCATION

North Carolina State University  
Raleigh, NC  
B.S. Textile Technology  
concentration in Design, 2012  
Minor Art + Design, 2012  
Roy H. Park Scholar  
Centennial Scholar

Study Abroad  
Ho Chi Minh City, Vietnam  
Global Supply Chain Management &  
International Relations, 2011

## SKILLS

### Master Level

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Graphic Design  
Color Theory, Layout, & Typography  
Digital and Print Design  
Brand Management

### Advanced Experience

Art Direction  
Fabric Design  
Entrepreneurship and Start-ups  
Product Development  
Packaging Design  
Presentation Design

### Working Knowledge

Social Media Engagement & Paid Ads  
Adobe XD  
Adobe Animate, After Effects  
HTML, CSS  
Web Development

## EXPERIENCE

### GRAPHIC DESIGNER

Classical Conversations, Southern Pines, NC  
Remote Contractor (8/2013–5/2016), Remote Employee (5/2016–3/2019),  
Marketing Remote Contractor (3/2019–4/2020)

- Managed art direction, layout, and development for company's primary marketing tool, a 100-page annual catalog; managed print vendor relations of over 2 million print and digital catalogs
- Developed logos, presentations and guides, e-blasts, social media promotions, promotional product design and display materials for 450 annual 3-day parent conferences and student camps per year
- Collaborated across teams to establish graphics for online learning and worked with teams to develop printed textbooks, work books, and novels
- Created layout design, illustration, and promotions for educational student books, resources, and online learning tools;
- Designed graphics for web pages, e-blasts, and social media
- Directed photoshoots, organized models, schedules, and locations and worked with photographers for in and out-of-state shoots

### ART DIRECTOR

Contract-Based, Raleigh, NC (6/2012–Current)  
Highlighted projects demonstrate skills in public art, fabric design, product design, graphic design, and brand management.

#### Jasmine Flood Branding, Raleigh, NC (2012–Current)

- Established visual identities for over 100 small businesses including logo design, web sites, social graphics and brand styles

#### Pitt County Sheriff's Office, Greenville, NC (2019)

- Outfitted the entity with a new visual identity including an updated logo, web site, social graphics and brand style guides
- Conducted photoshoot for employees and additional area photos

#### Carolina Small Business Development Fund and Shaw University, Raleigh, NC (2017–2018)

- Built and instructed workshops for adults on branding, fundamentals of design theory, and beginner website design for small businesses and non-profit organizations

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## ACHIEVEMENTS

2019 North Carolina State University Black Alumni Society 40 for 40 Honoree

2018 Public Art Commission at Vidant Medical Center

2018 Public Art Commission at Physicians East Winterville

2015 ABC's Good Morning America, Product Feature

2014 BirchBox® Man, Product Feature

2013 Founded Connections Art Contest for Eastern NC High School Students

2012 National Geoffrey Beene Design Competition Winner, Geoffrey Beene Foundation

2012 Cotton Incorporated, Tables for Two Design Contest Winner

2011 Young Menswear Association FSF Design Competition Winner

## COMMUNITY INVOLVEMENT

Alpha Kappa Alpha Sorority, Inc., Chi Rho Omega Chapter

North Carolina State University, Wilson College of Textiles Dean's Young Alumni Leadership Council Executive Board, Events Committee Chairwoman

North Carolina State University Alumni Society

Fashion Scholarship Fund Alumni Society

Park Scholarships Alumni Society

## ART DIRECTOR (CONTINUED)

**Vidant Medical Center**, Greenville, NC (2016–2018)

- Commissioned to design a 12-foot glass and wood mural in the main hospital corridor to honor organ donors. Consulted with architects, donors, and hospital executives to comply with hospital and building standards as well as meet the client's visual needs.

**Springs Creative**, Rock Hill, SC (2012–2014)

- Created print designs for Nickolodean®, Sanrio®, and Disney® for woven and digitally printed fabrics sold in WalMart, JoAnn Fabrics, and Hancock Fabric stores.

**North Carolina State University**, Raleigh, NC (2015)

- Contracted with North Carolina State University to design the commemorative gift for the grand opening of the newly renovated Talley Student Center at North Carolina State University.
- Collaborated with event and marketing team to design a dual wooden phone holder with visual elements that mimicked an installation on site.

## OWNER & LEAD DESIGNER

**Riada Adair**, Raleigh, NC (7/2012–2019)

- Launched start-up specializing in eco-friendly accessories for men and women
- Established company, branding, accounting, and marketing plans
- Executed features and partnerships with ABC's Good Morning America, Zulily, and BirchBox® Man for multiple product lines
- Spearheaded and retained partnerships with retailers
- Maintained direct sales, wholesale, manufacturer relations, and online store
- Designed products, packaging, and displays for retail stores and trade shows
- Managed interns and contract employees working both on-site and remote

## DESIGN & DEVELOPMENT COORDINATOR

**Eastern North Carolina Donor Impact Project**, Greenville, NC (2013–2014)

- Created branding and marketing initiatives for start-up grant
- Designed signage, website, brochures, ads, annual report, etc.,
- Founded an art contest and exhibition for high school students
- Coordinated events, managed venue design, and press relations