

Jessica Sommerville

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EXPERIENCE

Content Editor | Comcast (Contract, Cella by Randstad) | Philadelphia, PA | Nov. '22 - Present

- Construct new website components and update existing content in Sitecore from Figma mock-ups and Microsoft Office documents while implementing stakeholder input and maintaining deadlines
- Manage media library with uploaded documents and image assets
- Provide thorough quality assurance in live and preview environments while localized by region
- Elevate replicable technical issues to software engineers through tickets in Jira

Graphic Designer | Paper on Pine | Philadelphia, PA | Sept. '21 - Nov. '22

- Designed custom stationery employing structured typography and attractive visuals
- Created artwork to fit the unique specifications and needs of the clients
- Delivered clean and organized print-ready files to external production vendors
- Advised clients on best practices for copy, project materials, and overall aesthetic

Content Author | Nike (12 Month Contract, Pro Unlimited) | Beaverton, OR | Feb. '19 - Mar. '20

- Launched daily time-sensitive content on Nike.com for the North American region
- Collaborated with designers to ensure optimization and consistency of copy and assets
- Migrated pages from AEM into CMS while optimizing functionality and adhering to brand guidelines
- Communicated project status to stakeholders and elevated issues in Airtable and Slack

Technical Designer | Nike (12 Month Contract, Aquent) | Beaverton, OR | Aug. '17 - Aug. '18

- Launched time-sensitive content in AEM on Nike.com for Sportswear, Basketball, and Homepage
- Facilitated steady updates with numerous stakeholders providing multiple reviews up to launch
- Trained new teammates on correctly using AEM and maintaining multiple workflows
- Formatted localized content for an engaging, consistent user experience for global audiences

Web Specialist | Michigan Engineering, Communications & Marketing | Ann Arbor, MI | Nov. '14 - Jan. '17

- Performed daily web updates in Plone while maintaining strict style guide adherence
- Selected and edited engaging, relevant images in Adobe Photoshop to enhance story content
- Illustrated graphics for animations and designed infographics using Adobe Illustrator
- Trained department coordinators to use Plone and created step-by-step guides to ensure accuracy
- Built email newsletters in Mailchimp with A/B testing and performed thorough quality assurance

EDUCATION

Michigan State University | Bachelor of Fine Arts, Studio Art | East Lansing, MI

- Concentration in Graphic Design and Photography
- Minor in Art History and Visual Cultures

SKILLS

- Adobe Creative Suite – Illustrator, Photoshop, InDesign, Dreamweaver, Bridge
- Content strategy and maintenance
- CMS – AEM, Squarespace, WordPress, Plone, Sitecore, Weebly, Nike CMS
- Web – HTML, Endeca, Mailchimp, Square
- Sketch and Figma prototyping
- Microsoft Office – Word, Excel, PowerPoint
- Editing photos for print and web applications
- Graphic design and illustration
- Photography – dSLR
- Painting – watercolor and acrylic