



INDUSTRIAL DESIGNER

Creative | Motivated | Skilled

Design Proficiency

Advertising design
Branding & identity design
Digital & hand rendering
Digital marketing
Drafting
Exhibit design
Graphic design
Page layout
Product design
Product photography
Photo editing & retouching
RGB/CMYK 4 color printing
Set & exhibit design
Visual strategy development
3D model making

Technical Proficiency

Platforms:

Mac OSX
Windows

Applications:

Ai
Id
Ps
Google Office
MS Office
Filemaker
Solidworks
SketchUp

JESSICA BATES

| 585.319.1804 | jlb6394@gmail.com | jessbates.wixsite.com/portfolio

Experience

Industrial Designer & Product Photographer

Sidco Filter Corporation | Manchester, NY | Aug 2012 - Present

- Design & engineer products for fabrication, design of 350+ products
- Create technical drawings of products for manufacturing
- Photograph & manage photos for internal product database of 10,000+ parts
- Redesigned Sidco website, resulting in 139% increased ecommerce goal completions
- Manage company website, SEO, and social media presence
- Design, create, and manage marketing materials and trade show collateral

Graphic Designer & Event Coordinator

Rochester Woman Magazine | Victor, NY | Aug 2011 - Aug 2012

- Design print ads for clients
- Design magazine layouts for two monthly publications
- Design digital marketing campaigns and ads for clients
- Coordinate an average of 2 charity events per month
- Secure donations for fundraising events

Director of Design & Marketing

Rochester Association of the Performing Arts | Rochester, NY | Jul 2010 - Feb 2011

- Set design and fabrication for 3 productions (Willy Wonka, Jitney, Snow White)
- Coordinated fundraising events (Celebration of the Arts, 2010)
- Create and execute print & digital marketing campaigns

Intern - Textiles & Exhibit Fabrication

RES Exhibit Services | Rochester, NY | Fall Semester 2010

Worked on construction of trade show exhibit lighting fixtures and tensile structures for high profile clients including; Luxotica, Bushnell Optics, and U.S. Military.

Education

Industrial Design, B.F.A.

Rochester Institute of Technology | Rochester, NY | Class of 2015

- Minor in Art History
- Concentration in Fine Arts & Studio Arts
- IDSA Student Chapter, 2007-2009
- Varsity Crew, 2007-2008

NYS Regents Diploma, Visual Arts Major

School of the Arts | Rochester, NY | Class of 2005

Community Involvement & Affiliations

Board Member & Alumnae Representative

Friends of School of the Arts | Rochester, NY | Aug 2016 - Present

Founding Member & Volunteer

Rochester Emerging Museum Professionals | Rochester, NY | 2014 - Present