

JESSICA BOBLOOCH

Portfolio: jessicabobloch.com

(310) 855-2273

jessica@livalto.com

Graphic + Web Designer

Insightful and trend-forward graphic and web designer with over 5 years of experience. Strong art direction and advertising skills.

Team player with an eye for finessing the details.

Skills

Photoshop
Indesign
Illustrator
Figma
Adobe XD

Wordpress
Brand + Web Elevation
Presentation Design
Creative Thinking
Strong Communication

Recent Work Experience (Previous Experience Upon Request)

MaryRuth Organics / Senior Graphic Designer

Los Angeles / October 2021 - Present

My responsibilities encompass designing visuals for various platforms, including social media, web, PDP, e-commerce, and email marketing.

Additionally, I contributed to the development of website pop-ups and email campaigns, as well as Amazon storefront designs.

Ocean Spray / Social Media Graphic Designer (Holiday Season)

Boston, MA / October - December 2021

I crafted the company's festive holiday social media content, designing engaging graphics that spread cheer and boosted engagement. I also

led the #BetterTogether holiday campaign featuring Jesse Tyler

Ferguson to support No Kid Hungry.

Freelance Graphic Designer

San Diego, CA / 2018 - 2021

I helped build brands from scratch, creating identities, packaging, and guiding creative direction. Collaborating closely with founders, I developed distinctive visual strategies and supporting graphics for both print and web.

Winn-Dixie / Graphic Designer

Jacksonville, FL / 2016 - 2018

I re-branded the deli and bakery departments, achieving a revitalized look adopted by over 120 stores. Seeing my work have such a widespread impact was truly rewarding, contributing to the success of a renowned grocery chain.

Snapshot

MaryRuth Organics

Senior Graphic Designer

Los Angeles

10/2021 - Present

Ocean Spray

Social Media Designer

Boston (Holiday Season)

08/2021 - 12/2021

SLIMPEN + KULCBD

Senior Graphic Designer

San Diego

01/2018 - 12/2021

Winn-Dixie

Graphic Designer

Jacksonville

10/2016 - 01/2018

Livalto Ad Agency

Freelance Designer

Los Angeles, CA

01/2014 - 09/2017

Diamond Media Group

Graphic Designer

Tampa

11/2012 - 01/2014

Education

BS IN GRAPHIC DESIGN

International Academy of Design

Tampa, FL

2008 - 2012

INTERNSHIP

Spark Agency

Tampa, FL

2011 - 2012