

# Jo Rierson

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[jorierson.com](http://jorierson.com)

## PROFILE

Versatile and imaginative graphic designer with a track record of over 20 years in the visual creative industry. Known for a strong work ethic and a passion for delivering visually compelling designs.

## SKILLS

Adobe Creative Suites including Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Acrobat, Express, Stager. Affinity Suite: Photo, Designer, Publisher. Figma, Microsoft Suite, Canva, Wordpress, Wix, Webflow, Google Docs, Photography

## EXPERIENCE

### **Just Jo Designs, Graphic Designer; Freelance — 2021-Present**

- Collaborated closely with clients to understand their goals and vision, translating concepts into visually appealing and effective digital media assets.
- Maintain up-to-date knowledge of industry trends and emerging technologies.

### **Cynosura Consulting, Graphic Designer; Remote Contract — 2023**

- Conceptualized and executed a diverse range of visual assets, including print and digital advertisements, video editing, social media and sign content.
- Utilized industry-leading Adobe software and techniques to create impactful designs.
- Collaborated with cross-functional teams to ensure brand consistency and adherence to project timelines.
- Demonstrated exceptional communication and interpersonal skills, delivering high-quality work in a fast-paced.

### **Circle Graphics (Cafepress); Raleigh, NC — 2011-2018**

- **Image Content Specialist, 2017-2018**
- **Image Review Lead, 2015-2017**
- **Production Artist, 2013-2015**
- **Customer Service Specialist, 2011-2013**
  - Thrived in high-pressure environments, consistently meeting and exceeding tight deadlines while maintaining exceptional quality standards.
  - Utilized industry-leading Adobe software and skilled retouching techniques to enhance photographic images, custom typesetting.
  - Directed a team of up to 5 individuals, delegating tasks and providing timely solutions to any issues that arose.
  - Efficiently edited, organized, and key-worded image content for company's e-commerce website, streamlining SEO and print production.
  - Collaborated with marketing and creative teams to devise and execute visually compelling content for three e-commerce platforms.

### **Rierson Photography, Photographer/Owner; Raleigh, NC — 2002-2011**

- Wedding and portrait photographer at a high-end studio, photographing sometimes up to 2 weddings a weekend, showcasing versatility and adaptability.
- Designed custom albums layouts.
- Maintained an engaging website to increase business visibility.

### **JW Photo Labs; Raleigh, NC — 2002-2006**

- **Pre-Press Specialist, 2004-2006**
- **Photographic Print Technician, 2002-2004**
  - Prepare digital image files for print production using InDesign, Illustrator and Quark.
  - Digital image retouching with Photoshop.
  - Operated photographic enlargers. Custom hand-printing of black/white, color negative and Cibachrome.

**Burnie Batchelor Studios, Photographic Retoucher; Raleigh, NC — 2001-2002**

- Hand retouching of photographic negatives and prints.
- Custom framing of photography

**JW Photo Labs, Photographic Darkroom Technician; Raleigh, NC — 1998-2001**

- Operated and maintained roller transport photographic processors. Operated photographic enlargers.
- Custom hand-printing of black and white, color negative and Cibachrome.

**Kreber, Printing Technician; High Point, NC — 1997-1998**

- Operated large scale photographic printers and processors.
- Specialized in color correction.

**EDUCATION****Surry Community College, Dobson, NC**

Associates in Arts Degree - Digital Media Technology-Graphic Design (4.0 GPA)  
*2021-2023*

**Randolph Community College, Asheboro, NC**

Associates in Applied Science Degree - Photofinishing  
*1995-1997*

**Carver High School, Winston-Salem, NC**

Diploma  
*1991-1995*