Jessica George

Professional Summary

Creative leader with 13+ years of experience developing visual concepts, brand systems, and integrated campaigns across digital, social, video, and print. Combines hands-on design expertise with experience leading multidisciplinary teams, establishing creative standards, and building processes that support high-quality, consistent execution at scale. Skilled at translating creative concepts into cohesive visual systems and guiding work from initial exploration through production and delivery.

Experience

Trust Digital
Head of Creative Operations (Contract)
March 2026—Present

- Lead client relationships and website projects from discovery through launch, aligning stakeholders, timelines, and deliverables.
- Guide designers and developers through creative feedback and quality standards to deliver cohesive, brand-aligned digital experiences.

Jessica Morrow Design
Independent Design Consultant
February 2019—Present

- Develops brand identities, visual systems, websites, and integrated marketing communications, translating client objectives into cohesive creative solutions.
- Leads creative development from concept through execution, providing art direction and feedback to design and development partners.
- Manages client relationships, project scopes, timelines, and deliverables while maintaining creative quality and consistency.
- Developed a cohesive visual identity and brand system for Honeycomb PR, translating brand positioning into visual standards and applications that maintain consistency across marketing materials and digital touchpoints.
- Created a distinctive visual identity and flexible brand system for Full Circle, a Chicago pizza pop-up, blending familiar pizzeria cues with contemporary design. Art directed posters and stickers, incorporating playful copy and visual elements to build brand recognition and promote pop-up events.

Bellweather Agency
Creative Services Director
December 2025—March 2026

- Led creative services operations and team development, aligning creative priorities, team capacity, and execution standards with agency and client needs.
- Partnered with creative leadership and cross-functional stakeholders to maintain creative quality, resolve delivery challenges, and support consistent execution across client engagements.
- Guided resource planning, external creative partnerships, and workflow improvements to strengthen team effectiveness and delivery.
- Managed scopes of work, budgets, freelance relationships, and production resources to align creative needs with available capacity and project requirements.
- Collaborated with production teams on shoot planning, storyboards, shot lists, and pre-production, helping translate creative concepts into actionable production plans.

Contact

jessicamorrow.design@gmail.com
708-269-8290

jessicamorrowdesign.com
LinkedIn

Education

University of Illinois at Urbana-Champaign, 2013

BFA, Graphic Design;
Minor, Art Education

Core Competencies

Art Direction & Visual Design
Website Design & Development
Concept Development
Brand Systems & Design Frameworks
Multi-Channel Campaign Development
Digital & Social Creative
Quality Assurance
Design Team Leadership & Mentorship
Creative Workflow Development
Client Presentation & Collaboration
Cross-Functional Creative Direction

Tools & Platforms

Otter
Wrike
Adobe Workfront
monday.com
Adobe Creative Cloud
Figma
Google Workspace

Awards & Speaking Engagements

UIUC Graphic Design Week
Speaker, 2025

Adobe Design Achievement Awards
Design Mentor + Pre-Panelist Judge, 2017–2021

Hermes Creative Awards
MetroPlusHealth
2023: Platinum, Integrated Marketing Campaign

Choose Chicago
2018: Gold, Annual Report
2019: Platinum, Annual Report

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Creative Services Manager
April 2023–December 2025

- Led a multidisciplinary creative team of six direct reports, providing art direction, mentorship, and creative feedback while maintaining high standards for visual craft and brand consistency.
- Partnered with the Chief Creative Officer, strategy, and cross-functional teams to translate campaign objectives into compelling concepts and cohesive visual systems.
- Oversaw creative development and production across digital, social, video, animation, and print, ensuring consistent execution across channels and deliverables.
- Supported campaign development and creative execution for clients including HI USA, MetroPlusHealth, and NYC Votes, contributing to work that delivered measurable audience reach and engagement.

Graphic Design Manager
August 2022—April 2023

- Managed day-to-day priorities, schedules, and creative deliverables for full-time and freelance designers and art directors, balancing workload, project requirements, and quality standards.
- Introduced clearer team check-ins, briefing practices, and review processes to improve communication, reduce ambiguity, and maintain consistency across deliverables.
- Established creative briefing, review, and quality assurance processes that improved collaboration, clarified feedback, and strengthened execution standards.

StudioNorth
Senior Art Director
June 2021–August 2022

- Collaborated with creative directors, copywriters, and project managers to develop and execute visual concepts across client projects.
- Led hands-on art direction and design for Lenovo, creating brand video, toolkit, brochures, and infographics for TruScale and Lenovo Health. Translated complex technology and healthcare offerings into clear, engaging visual stories.
- Applied brand systems consistently across deliverables, balancing creative quality, communication goals, and production requirements.

Additional Experience

Designory
Art Director (Contract)
November 2020—February 2021

Avōq (formerly Kivvit)
Senior Design Associate
July 2018—February 2019

Graphic Design Associate
January 2017—July 2018

NeigerDesign
Graphic Designer
May 2015—January 2017

Freeman's Auctions (formerly LHA)
Manager of Production & Design
June 2014—May 2015

Graphic Designer
May 2013—June 2014

Gensler
Summer Marketing Intern
May 2012—August 2012

Illini Media
Graphic Designer
May 2011—May 2013

Selected Creative Impact

NYC Votes
Integrated Civic Engagement Campaigns

Led day-to-day creative execution across primary, general, and special election campaigns, overseeing art direction, design, animation, and production management. Partnered on concept development and guided a cohesive visual system across campaign moments. The 2023 primary campaign generated 68.3 million impressions, a 55.8% video completion rate, and 187,600 website clicks.

Lenovo TruScale & Lenovo Health

Contributed to visual communications supporting Lenovo TruScale during its 2021 evolution into a broader Everything-as-a-Service platform. Developed brand video, toolkit, brochure, and infographic materials that helped communicate the expanded offering and translate complex technology services into clear, engaging visual stories.

HI USA
From Arrival to Belonging Campaign

Contributed to concept development and video scripts while overseeing day-to-day creative execution across an integrated travel campaign. Results included 246% year-over-year growth in brand impressions, 1,749% growth in TikTok clicks, and a 64% video view-through rate across more than one million views.

MetroPlusHealth
Integrated Brand Campaigns

Oversaw creative execution and quality across paid and organic campaign deliverables, including custom photography and video. The 2023 Spring campaign generated 10 billion impressions; the Fall campaign generated 150 million.