



Jessica Spann (Relyea)

Creative Specialist | Design & Photography

Bennington, Vermont

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Skills

Design & Branding

Brand identity development

Print & digital collateral

Campaign design

Illustration & character design

Merchandise & promotional
product design

Photography & Visual Storytelling

Event photography

Portrait & lifestyle photography

Studio lighting & controlled
environments

Editing, retouching, &
color correction

Visual documentation for
marketing, social media,
& archives

Creative Direction & Collaboration

Concept development

Cross-functional teamwork

Project management &
production coordination

Vendor communication &
print preparation

Software & Technical Skills

Adobe Illustrator, Photoshop,
InDesign, Lightroom

Microsoft Office

Email campaign platforms

Prepress & production setup

Education

Defiance College

Bachelor of Arts in Graphic
Design, Concentration
in Photography

Additional Study

The Art Institute of Pittsburgh

Professional Summary

Creative Specialist blending graphic design, branding, and photography to deliver cohesive visual storytelling across print, digital, and event environments. Experienced in developing campaign identities, producing high-quality photography, and collaborating with cross-functional teams. Known for warm, intentional, brand-consistent design rooted in community and storytelling.

Professional Experience

Moms in the Making

March 2022–Present

Freelance Creative Specialist

Provide design and photography for a national nonprofit focused on faith-based community support.

- Lead conference theme designer (2023–Present), creating cohesive visual identities across print, digital, merchandise, and environmental graphics.
- Serve as event photographer for retreats and annual conferences, delivering images for marketing, storytelling, and archival documentation.
- Support year-round creative needs with a warm, community-centered aesthetic.

Columbus Metropolitan Library

May 2019–June 2026

Graphic Designer & Photographer

Hybrid creative supporting system-wide campaigns for one of Ohio's largest public library systems.

- Led the Summer Reading Challenge campaign (2022–2026), overseeing concept, illustration, and production across print and digital.
- Designed and illustrated promotional materials for children's programming and exhibits, including posters, billboards, booklets, bookmarks, invitations, and digital graphics.
- Managed the library's ecommerce site, designing products and visual assets for retail.
- Contributed to a system-wide rebrand, refining color palettes, typography, and core visual elements.
- Served as lead photographer, capturing events, customer experience imagery, headshots, branch interiors/exterior, and studio photography.

West-Camp Press (formerly American ColorScans)

February 2015–May 2019

Graphic Designer & Prepress Specialist

Supported high-volume print production environments with design, branding, and prepress expertise.

- Designed branding projects, logos, brochures, banners, POS signage, social graphics, and vehicle wraps.
- Partnered with production teams to determine optimal print, cut, and assembly solutions.
- Served as prepress specialist, reviewing files for color accuracy and production readiness, and creating die lines for screen print, digital, and wide-format output.
- Coordinated a small design team to ensure accuracy and timely project completion.