

Jewel Mathew

Graphic Designer

INFO

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LATEST EXPERIENCE

CHS Healthcare, Hallam

Marketing Intern (Fixed Term Contract)  
May 2024–November 2024

Marketing Intern at CHS Healthcare, specializing in UX design, product photography, video production, and the creation of brochures, flyers, and website icons. Contributed to enhancing brand identity and user experience by developing visually compelling and user-centered marketing materials in alignment with the company’s strategic goals.

Brochure and Print Design:

Developed visually engaging brochures to showcase CHS Healthcare’s product offerings, ensuring brand alignment and ease of understanding for clients.

UX Design & Website Redesign:

Redesigned the company's website in Figma with an improved user experience, focusing on intuitive navigation, modern design, and mobile optimization. Coordinated with an external agency to implement the redesign and ensure alignment with the brand's vision.

Social Media & Content Creation:

Created high-quality social media posts to drive engagement, boost brand awareness, and maintain a cohesive online presence across platforms.

Product Videography and Photography:

Conducted product photoshoots and edited videos to highlight key features and benefits, enhancing visual appeal for both online and offline materials.

Training & Presentation Development:

Compiled presentations for training purposes by thoroughly learning product details and competitor offerings, empowering the sales and support teams with in-depth knowledge.

EDUCATION

University of Illinois at Chicago

Bachelor of Design in Graphic Design  
GPA 3.6/4.0  
2016–2020

Oakton Community College

Pre-Requisites  
GPA 3.5/4.0  
2015–2016

Toonz Media Group,India

Associate in Animation and Graphic Design  
2011–2013

TECHNICAL SKILLS

Illustrator  
Photoshop  
InDesign  
CapCut  
Figma  
Word  
Excel  
Powerpoint

HAND SKILLS

Bookbinding  
Digital Printing  
Photography  
Letter press  
Risograph

PROFESSIONAL SKILLS

Typography  
Design thinking  
UX  
Color theory  
Creativity  
Communication  
Collaboration

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### LATEST EXPERIENCE

#### **Vetere & Associates, Boston**

Graphic Designer

2020–Present

I created graphics for blog and social media for clients, and also designed an ebook, business cards, and videos for the company. Additionally, I developed creative concepts and made suggestions to enhance the user experience of the website and the overall appearance of other client projects

### PREVIOUS EXPERIENCE

#### **Victorian Institute of Technology (VIT) - Melbourne**

Graphic Designer- Freelancer

2023 ( 6months)

Conceptualize and design visually appealing flyers and banners for various college events and initiatives. Developed engaging social media promotion posts to boost the college's online presence and communication strategy. Collaborate with cross-functional teams to understand design requirements and deliver effective solutions. Present creative ideas during team meetings, contributing to the college's overall visual identity.

#### **University of Chicago, Chicago**

Administrative Assistant- Graphic designer  
2021–2022

Utilize graphic design techniques to promote the goals of the University Dining program and create unique designs to attract the attention of students and parents. Collaborate with the chef to develop visual materials, such as dining guides, charts, illustrations, and promotional banners, to showcase the dining experience at the university.

### HONORS & AWARDS

#### **Dean's List - 2016, 2018, 2019 and 2020**

Recognized for academic award

#### **Latin Honor 2020**

Recognized for academic record of 3.6 GPA.

#### **Best in Typography Award 2020**

Recognized for UIC Design Year End Show 2020 competition. This award indicates collective recognition for my thesis project by international design professionals as well as my faculty and program alumni.

#### **Oakton President's Scholar 2015**

Recognized for strong academic record of 4 GPA in Fall Semester 2015

### FLUENCY

English

Malayalam