



JESSE WULFMAN

WULFMAN CREATIVE

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**EXPERIENCE**

**Graphic Design and Marketing Intern**, Vermont Cider Company  
Middlebury, VT and Remote – May 2018-present

Paid intern and brand ambassador at Vermont Cider Company, owner of Woodchuck Hard Cider, working with the VP of Marketing to develop advertising and marketing content for the company's 6-brand portfolio.

Responsibilities include developing event advertising, creating content for social media, customer service interface, product photography and updating websites. Design work includes: sell sheet design, package design, web design, signage and map design for company events and festivals, growler tag design for company tasting room, poster design and more. Other components of the internship include developing skills in customer service, advertising, community outreach and consumer engagement, brand promotion, strategic marketing and graphic design from a leading company in the industry.

**Graphic Design Intern**, UW-Madison Division of Student Life  
Madison, WI – Oct 2017-present

Paid communications and graphic design intern for the Center for the First Year Experience in the Division of Student Life. Works with Communications Coordinator on all design and marketing projects within the office. Manages company Instagram and creates content for social accounts to engage student body and develop new initiatives to promote the office and its programs. Tasks include flyer, poster and data spreadsheet design, program rebranding, event photography, logo creation and implementation on apparel, web and print platforms and assisting supervisor on all other design and marketing related tasks.

**Head Graphic Designer**, Cut Golf Co.  
Orange, CA – 2016-2017

Solo designer and branding consultant for Cut Golf Co., a startup golf brand. Worked with company owner to develop the company's brand identity and held position as the sole graphic designer for the company and its merchandise and advertising. Design work included: logo design, website design, merchandise & package designs, company branding, and working with manufacturers. Resigned from position upon finishing all commissioned work due to decision to transfer schools and leave California.

**EDUCATION**

**University of Wisconsin-Madison**  
Madison, WI  
Aug 2017-present

Senior BFA student,  
graphic design focus  
GPA: 3.91  
Dean's List Student  
AIGA Member

**Chapman University**  
Orange, CA  
2015-2017

Graphic Design major,  
transferred after second year

**Middlebury Union High School**  
Middlebury, VT  
2012-2015

Graduated with gold metal for high honors and cords for membership in both the National Art Honor Society and the National Technical Honor Society.

**Patricia A. Hannaford Career Center**  
Middlebury, VT  
2014-2015

Year-long Design and Illustration Program. Earned 3 college credits in addition to high school credits

**SOFTWARE SKILLS**

- Illustrator
- Photoshop
- InDesign
- Lightroom
- After Effects
- Premiere
- XD
- SketchUp
- Mac and PC

**DESIGN AND ART SKILLS**

- Branding
- Package Design
- Print Design
- Typography
- Web & Digital Design
- Marketing Collateral
- Book Design & Binding
- Photography
- Videography
- Social Media Management
- Vector Illustration
- Printmaking

**PERSONAL STRENGTHS**

- Collaborative
- Excellent time management
- Detail-oriented
- Creative problem solving
- Self-motivated
- Positive & passionate
- Supportive leadership
- Personable & lively