

# JAYLYNN NASH

Graphic Designer • Photographer

## Education

Minnesota State University, Mankato, MN

## Bachelor of Fine Arts (2016)

Concentration: Graphic Design and Photography  
Minor: Marketing



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## Portfolio



www.jaylynnnash.com



Instagram: @photography\_by\_jaylynn

## Software Proficiency

Lightroom	PhotoMechanic	Brackets
Photoshop	Microsoft Office	Wordpress
Illustrator	After Effects	HTML
InDesign	Bridge	CSS

## Professional Experience

### February 2019 - Present

Senior Graphic Designer, PR / Social Media Specialist

Duke University, Durham, NC

- Lead graphic designer for Duke Health/Duke School of Medicine: Anesthesiology department.
- Implement new marketing strategies, and modern designs to Duke Anesthesiology's Wordpress website, social media, and print/ digital marketing materials.
- Run Duke Anesthesiology's Facebook and Twitter.
- Create, market, innovate, and design for @DukeAnes Instagram.
- Lead designer and director of photography for Blue Print the departments yearly magazine.



### January 2017 - February 2019

Marketing, Website Manager, Digital Media Designer

Strawbridge Studios, Durham, NC

- Website Manager and UX Designer for www.strawbridge.net. Head of the re-brand and redesign of www.strawbridge.net, launching August 2018.
- Introduce Strawbridge Studios to social/ digital marketing while strategically implementing newer marketing tactics to increase SEO, SEM, Google Analytic, growth, sales, participation (inside and outside the company), and bring brand awareness to the company.
- Oversee marketing designers/videographers, ensuring all products meet brand standards, up to date content, also aid in designing digital market collateral.
- Collaborate strategic partnerships with both non-profit and for profit organizations; NC Sports Hall of Fame, Durham County PTA, NC Charter Schools Associations, FCA...



### October 2015 - Present

Photographer

UNRL, Mankato, MN

- Direct and photograph UNRL's athletically sound lifestyle clothing brand.
- Scout models, set up photoshoots, set up studio lighting, select images, product shots, and add creative ideas to the brand remotely around the US.



### May 2016 - October 2016

Director, Digital Media

USA Baseball, Durham, NC

- In charge of USABaseballphotos.com, as well as planned, covered, and executed photo-shoots for all USA Baseball events.
- Designed programs, posters, Playball books, social media graphics, Golden Spikes award graphics, logos, and other specific requests.
- Work closely with MLB sending in my photography, and other requests.
- Provide edited and creative assistance for USA Baseball's website, www.usabaseball.com.
- Graphic execution and graphic oversight of USA Baseball National Teams, National Team Development Programs, and Tournament of Stars.



## Print/Media Design Experience

Augmented reality, lenticular, labels, foil, diecut, packaging, cellular protective cases, Wordpress, HTML/CSS, cellular applications, UFrames, magnets, post-it-notes, brochures, banners, books, posters, direct mail, digital/social media, coded emails...

## Past Design Clients

Duke Health, NC Sports Hall of Fame, Golden Spikes Award, Blue Cross Blue Shield-MN, State Farm, Orbitz, Direct Marketing Association Conference (YOU+) 2014, NAPA Auto Care, Volvo, Wounded Warriors, Hallmark, MSU Mankato Athletics, US Bank, Hormel, 3M, Taco Johns...  
More details at www.jaylynnnash.com.

## Top Photographed Events / Clients

- National Hockey League (NHL), Directly for NHL Carolina Hurricanes, Minnesota North Stars/Alumni events, ECHL, NCAA, NHL Prospective Development Camps, Juniors hockey and Youth hockey
- Major League Soccer (MLS), Premier League, USL, NWSL, ICC, NASL, Concacaf Gold Cup, Team Photographer for North Carolina Football Club
- National Collegiate Hockey Conference Frozen Faceoff
- MLB, USA Baseball, and MLB hosted events
- NBA • WNBA
- Duke Athletics, NC State Wolfpack Athletics, Wake Forest Athletics, MN Gopher Athletics, Clemson Athletics, Tennessee Vols Athletics, MN Mankato Athletics
- NFL and USA Football
- NCAA Sports, ACC, ACC Championships
- NASCAR, Professional Drag Racing Association

## Work Featured/Honors

ESPN, Getty Images, Sports Illustrated, NHL, Forbes, SB Nation, NHL Carolina Hurricanes, NHL Washington Capitals, NHL Calgary Flames, X Games, MLB, NFL, USL, NC State Wolfpack, Wake Forest, Duke University, Southern Living Magazine, USA Baseball, USA Football, UNRL, EXCD, The Panda's Friend Clothing Company. Past U.S. Olympic Committee, Management Skills for New Supervisors-certified.