

# JERILYN HASSELL POOL

## EDUCATION

**Southern Oregon University**  
1997–2002

studio art, digital art,  
and mathematics.

## SKILLS

Visual Design  
Social Media Design  
Brand Development  
Typeface Creation  
Packaging Design  
Print Production  
Email Marketing  
Paper Engineering

## TOOLBOX

Photoshop  
Illustrator  
InDesign  
Figma  
Procreate  
Dropbox  
Monday  
Slack  
  
Google business suite

## ASK ME ABOUT

Design for the  
United Nations  
Color Theory  
Pigeons  
Lighting the Y

## CONTACT

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**PORTFOLIO**  
jerilypool.com

## WORK

### Creative Director

Carnal Media | Jan 2021 to Oct 2023

Leading global creative and marketing strategies in a five-member team, I improved email marketing with templates, doubling CTR and CTO. Managed mailing lists, introduced efficient banner ad templates, and optimized creative workflows. Developed comprehensive workflow documents, conducted staff training, and oversaw creative project management.

### Senior Art Director

Snapshot Advertising | March 2005–November 2009

Engaged in crafting creative strategies for agency clients, with a focus on developing print ads, marketing collateral, brand identity assets, and catalogs highlighting premium building materials. Orchestrated photo shoots for stock photography used in various projects and conducted press checks for high-end printing initiatives. Designed variable data marketing materials and effectively led a team of seven.

### Designer

Steelhead Advertising | June 2000–September 2004

Managed all print production for full-page, full-color national print ads. Built an interactive agency website entirely in Flash. Planned and executed memorable holiday client gifts. Additionally, created and implemented a design intern program.

### Freelance Art Direction

Jerilyn Pool Designs Stuff + Things | January 2000–present

Providing design services to a diverse range of clients across various projects, including logos, websites, packaging, and digital, print, and video ads. My focus is on designing with a commitment to diversity, equality, and inclusion, attracting clients who are actively engaged in social impact initiatives.

## LEADERSHIP + INVOLVEMENT

### Founder + Director

QueerMeals | January 2018–present

Coordinate the procurement and delivery of food for LGBTQ+ individuals experiencing food insecurity in Utah County. Design and plan events, fostering collaboration with local, regional, and national organizations to link LGBTQ+ individuals with essential resources.

QueerXMas | November 2015–present

Organizing and implementing a inclusive holiday event for the LGBTQ+ community, encompassing both fundraising and event management.

### Board of Trustees

Provo Pride | May 2018–present

### Guest Lecturer

University of Utah