

Jess Poteralski

jesspoteralski.com

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San Francisco, California

Graphic designer and web developer with experience in front-end development, mobile application UI/UX design, technical illustration, branding and marketing communications. Interests include typography, data visualization, web animation, information architecture as well as print projects such as book layout, hand drawn lettering and letterpress.

Currently working as the Digital Designer and Developer at 10x Genomics as part of the Marketing Communications team. This position followed years of full-time freelancing for a variety of clients ranging from life science and biotech companies to mobile app and tech startups. While freelancing I would give special attention to small and local business, non-profits, environmental groups, spiritual organizations, and children's programs.

Please see jesspoteralski.com for more information.

EDUCATION

BS Biology and Biochemistry

Clarkson University (1999)

Graphic Design

UC Berkeley Extension (2010)

SKILLS

HTML, CSS, JS

Wordpress

Modern front-end workflow

Vue JS and React JS

Web Animation (SVG, CSS, JS)

Adobe Creative Suite

Desktop Publishing

Letterpress

PROJECTS & INTERESTS

JAMstack

Craft CMS

Vue JS and React JS

Node.js and Express

Typography

Photography

Travel

Hiking and Camping

Bluegrass

Digital Designer and Developer

10x Genomics, Pleasanton CA

2018—today

Web Design and Prototyping
HTML Email Design and Development
Digital Asset Design
Technical Illustration
Marketing and technical collateral design

Designer and Developer

Freelance, San Francisco CA

2010—today

Web Design and Dev	Marketing	Graphic Design
Web design	Branding development	Technical illustration
Web development	Marketing collateral	Logo design
Custom Wordpress	Tradeshows assets	Package design
Content management	Package design	Book design and layout
E-commerce platforms	Advertisements	Newspaper layout
Mobile app UX/UI	Large-format prints	Poster design
Software assets		Letterpress
Data analysis		

PAST EMPLOYMENT

Creative Lead

Quest Diagnostics, South San Francisco CA

2011—2013

Branding development
Logo design
Style guide development
Tradeshows assets
Large-format print design
Marketing collateral
Advertisement design

Marcom Specialist

Epitomics, South San Francisco CA

2006—2011

Web design
Website development
Branding development
Marketing collateral
Tradeshows assets
Large-format print design
Package design
Advertisement design

Research Associate

UCSF, San Francisco CA

2003—2006

Assay development
Quantification of in vitro host cell infections
Custom antibody development
Studied effect of heparin sulfate on cell infections