



**JESSICA SCHINDHELM**

*jschindh@gmail.com*



[linkedin.com/in/jschindhelm](https://www.linkedin.com/in/jschindhelm)

Award-winning graphic designer with over 20 years of experience serving non-profit organizations, the health care industry, the private sector, and educational organizations. Add to that: content curating, brand management, and storytelling. References available upon request.

**EDUCATION**

B.A., Bowdoin College, Brunswick, Maine  
*magna cum laude, Women's Studies and English · May 1998*

**RECENT EXPERIENCE**

DIRECTOR OF MARKETING  
North Cross School, Roanoke, Virginia  
*2016–2020*

Lead designer, editor, photographer/videographer and brand/advertising manager of independent pre-k through grade 12 school. Managed school's online and social media presence, established and executed consistent brand voice for institution, directed and supervised junior designer. Created press releases, thought leadership pieces and editorials to communicate schools mission and values. Wrote, produced, and maintained school's website using Weebly platform and evaluated school's online presence and popularity through Google Analytics, Facebook Ad Manager, MailChimp and Later. Increased the school's social following and alumni network twofold. Created branding and communication for school's largest ever capital campaign. Wrote, designed and produced award-winning viewbook for prospective families. Established branding for various school events and programs such as the CrossCurrents speaker and dialogue series and Future Forward (an elementary career symposium).

FREELANCE GRAPHIC DESIGNER

Various  
*2006–present*

Contract and sub-contract designer in print, informatics, e-pubs, and web for corporate, small businesses and non-profit institutions including: Cognizant Technologies, C&Z Marketing (their clients include Cisco, Google Cloud, Amazon Web services), University of North Carolina Asheville; Elite Performance Solutions LLC (a bioinformatics startup based in San Francisco, CA); and Bentley Hoke LLC (a web development firm in Syracuse, NY). Illustrator and designer of personalized stationery products and ephemera, and retail packaging.

SENIOR DESIGNER

Duke Health  
*2004–2006*

In the Medical Center's Office of Communications and Marketing, designed and produced the institution's award-winning magazine DukeMed Magazine, various patient health newsletters and department brochures and annual publications. Collaborated with illustrators, photographers and copywriters to create consumer friendly versions of leading edge medical research and advancements in patient care in order to promote brand awareness and community support.

**SKILLS & EXPERTISE**

Adobe Creative Suite, Google Analytics, MailChimp, WordPress (completed courses through InLearning on Essentials and Site Administration), Weebly, Microsoft/Google Office, Later.com, Facebook Ads Manager, video editing (iMovie, novice Adobe Premier), print production and publication, copywriting and editing

**AWARDS & RECOGNITION**

2020  
CASE National Circle of Excellence Bronze Award Communications | Student Recruitment on a Shoestring  
*North Cross School Viewbook*

2016  
ITSMA Diamond Award for Marketing Excellence Category: Driving Business with Thought Leadership Cognizant Technologies  
*The Robot & I*

2007  
CASE III Regional Grand Award  
*DukeMed Magazine*  
2006  
CASE III Regional Grand Award  
*dukehealthline newsletter*  
2006  
CASE III Regional Award of Excellence  
*Duke Comprehensive Cancer Center Annual Report*

**INTERESTS & HOBBIES**

Reading, sewing, knitting, cooking, exploring, exercising, keeping the peace between our cats and dogs, and collaborating with my husband on my biggest creative project yet: our two kids.



See selections from my portfolio at <https://jessicaschindhelm.com/i-made-these/>

For writing samples, examples of my video projects, and/or references, please contact me at [jschindh@gmail.com](mailto:jschindh@gmail.com).



**JESSICA SCHINDHELM**  
jschindh@gmail.com

### NORTH CROSS SCHOOL

Two-book series for North Cross School admissions.

Being a pre-kindergarten through grade 12 school, the outcomes expected by families vary based on the age of the child. To that respect, I created two separate books: first, one that targets potential middle and upper school families that focuses mainly on college preparation at North Cross; and secondly, a lower school book that illustrates the crucial role a school plays in inspiring curiosity, character development and academic proficiency in young children. The books also serve as lead generators for prospective families who must submit their contact information on the website before receiving the PDF download.

[ See the full-sized PDF of *Prepare to Succeed* [here](#) ]

*Credits: Concept, copywriting, design, digital photo composition, production*

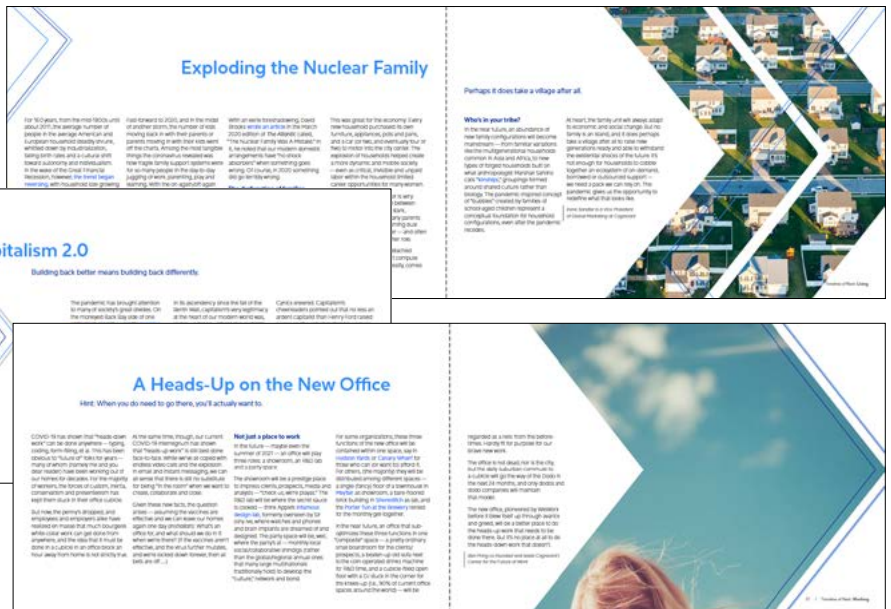


2020 CASE National Circle of Excellence Bronze Award  
*Communications | Student Recruitment on a Shoestring*

### COGNIZANT TECHNOLOGIES

With the world pretty much upended in 2020, businesses were forced to look inward and forward when considering their day-to-day practices. *What matters most? What can be done better? What do we do next and how do we do it best?* Cognizant Technologies' Center for the Future of Work, a thought leadership arm of the global technology company, brought together experts in various industry sectors and created a thought experiment for what might lie ahead in the way people work and live. The book moves people through various aspects of life and highlights how advances in technology will continue to inform our work and home lives as the two spheres continue to move closer together. Intriguing photography and bold graphic treatments emphasize the stories' unique takes on what is on the horizon for the future of work.

[ See the full PDF [here](#) ] | *Credits: Concept, design, digital photo composition, print production*





**JESSICA SCHINDELM**  
jschindh@gmail.com



“EXPECT MORE. WE DO.”

Ad campaign for North Cross School illustrates how the faculty are inspired to teach and approach curriculum design with passion and innovation. They see classrooms everywhere they go.

Ad copy reads: “North Cross was founded in 1941 with the belief that a classroom is a concept and not a room. Here, teachers are inspired and empowered to create lessons, not follow them. Children strive to be their best, not someone else’s. With programs designed to engage, support, question and surprise, every North Cross graduate is a product of our ceaseless evaluation of what works—and a commitment to embrace what’s next. More happens here.”

[ See the full-sized PDF [here](#) ]

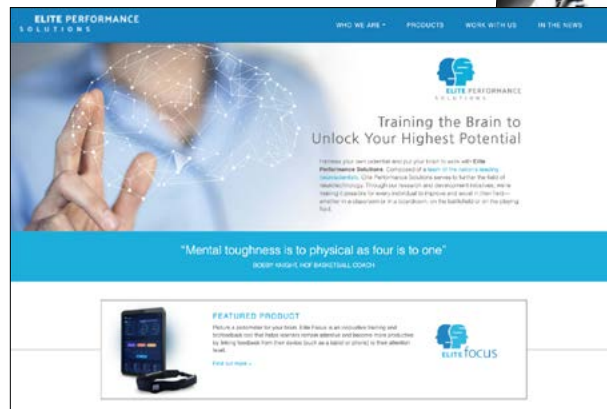
*Credits: Concept, copywriting, design, digital photo composition, production*

## ELITE PERFORMANCE SOLUTIONS

A neuroscience technology startup marries wearable technology with brain training through their innovative proprietary platform that helps individuals master concentration, cognitive agility and enhance focus. In their effort to partner with professional organizations such as educators, professional athletic teams, and corporate executives, I created a series of collateral that not only explains what they do and how they achieve measurable results, but targets potential investors and customers alike. Partnering with Bently Hoke, we produced a full-service website that houses the company’s secure client portal as well as online registration for their professional development series.

[ See more [here](#) ]

*Credits: Concept, copywriting, design, digital photo composition, production*





**JESSICA SCHINDHELM**  
jschindh@gmail.com



### DISTANCE LEARNING AT NORTH CROSS SCHOOL

A brief video promoting North Cross School's approach to distance learning during the Covid-19 outbreak. A compilation of teacher and parent testimonials that chronicles the school's nimble success within uncharted territory.

*Credits: concept, direction, videography, editing, and production*

- Watch it: <https://www.youtube.com/watch?v=FKyfi0piNiI&t=13s>

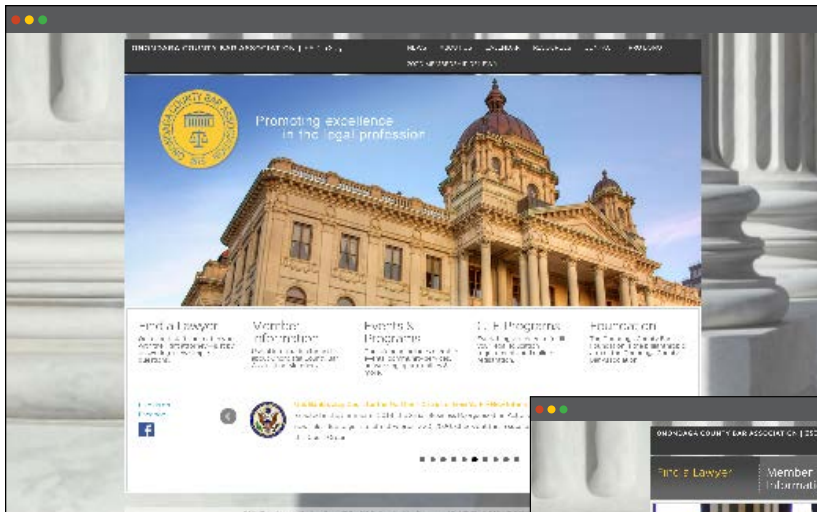


### A MIDDLE SCHOOL'S JOURNEY WITH "WONDER"

In order to spotlight North Cross School's unique curriculum and the independence it gives its faculty, this video highlights how two teachers collaborated to illustrate the lesson of kindness and empathy through literature and ongoing discussion.

*Credits: concept, direction, videography, editing, and production*

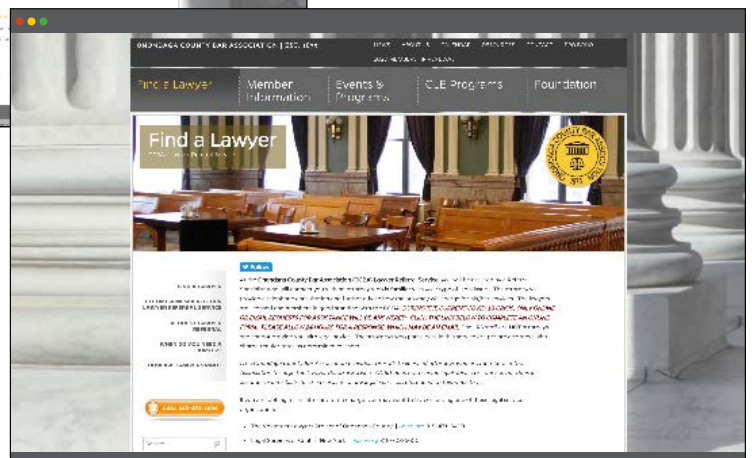
- Watch it: <https://www.youtube.com/watch?v=LsLQdHnlOCA>



### ONONDAGA COUNTY BAR ASSOCIATION WEBSITE

*Credits: concept, design, front-end production*

Visit: <https://www.onbar.org/>





**JESSICA SCHINDHELM**

jschindh@gmail.com

## TEACHING FROM A DISTANCE

*Amidst the chaos of the pandemic, area schools rushed to meet the needs of their students—physically and mentally. One school had some practice.*

In the lobby of North Cross School's all-new administration wing, the flat-screen television above the receptionist, which normally would be streaming calming music or the Weather Channel, is tuned to CNN's broadcast of the latest Coronavirus updates. It's Thursday, March 12, 2020, just days after the school returned from spring break and one day after the Centers for Disease Control named the Covid-19 outbreak a pandemic. As of now, there are no school closures in Roanoke, not even a single case of Covid-19 reported in this region. Not yet.

However, knowing the inevitable will soon be at the school's doorstep, the head of school, Dr. Christian Proctor, who has been at its helm since 2011, gathers together his senior staff to discuss what a distance-learning approach might look like for its entire student population, which encompasses ages 3 to 19.

"It's not a case of 'if' anymore, but 'when,'" he says. The school decides to make Friday, March 13 (a little foreboding given the superstition surrounding the date), a professional development day and suspends classes in order to teach its faculty to use software like Zoom and Google Classroom, to distribute laptops to those without, and to brainstorm on lesson plans and discuss the opportunities—and hindrances—presented by an online way of teaching, something the school has never ventured before. At least, not on this continent.

In Shanghai, China, the school has another campus, North Cross Shanghai, which replicates the American school's curriculum and its athletic and graduation requirements, but for a Chinese student population. Months earlier, the epidemic struck the Wuhan province, and the disease quickly spread. Dr. Proctor and his counterpart in Shanghai along with the school's Director of Information Technology Zack DeMoss, quickly put together a plan of action that would allow their students and faculty to utilize the Zoom conferencing platform (which was given temporary clearance in the tightly restricted Mainland) to progress the school's curriculum, not knowing how long the quarantine would be in effect. This exercise gave the American campus a roadmap with which to quickly navigate the likely closure on the horizon—whether for two weeks, or the rest of the school year.

"Having to quickly set up a large number of people in a short period of time remotely gave us the perfect dry run for this campus. We were ready," reflects DeMoss. The teachers, on the other hand, were not as prepared to move completely to an online platform. How do you teach three-year-olds when much of the purpose of preschool is socialization? What do science labs look like when you don't have a lab? How do the seniors deliver their DeHart speeches (a graduation requirement and a 20-minute independent research presentation) with no audience? There were many questions to answer and to do so quickly. And, answer them they did.

"I have been consistently impressed with the professionalism of our faculty," reflects Proctor. "There is a lot to be said for the in-person interaction in a classroom. When you take that away, you lose the dynamic energy of a good conversation. But, our faculty found unique ways to keep the students engaged, making the best of a bad situation."

Some examples of their approach: sending fourth-graders outside to do an exploration and keep a journal of what they see to replicate the famous Lewis and Clark expedition; asking seventh-graders to go outside and describe spontaneously something in their backyards using only Spanish using Flip-board video to share with their class; taking highschoolers in a government class on a virtual field trip to the nation's capital; and, a social media favorite, a bedtime storytime for kindergartners over Zoom narrated by their pajama-clad teacher.

The school's CrossWalk program aides children with dyslexia and dysgraphia on a daily basis with an approach that employs intensive, individualized lessons to help in remediation. The worry was that students' progress would be greatly hindered without the consistency upon which the program's success relies. "We decided to make use of the Zoom platform with our small groups and put together packages of materials that students would normally use in the classroom setting, like tactile rice trays for tracing letters, to take home with them. Now, the students continue to meet for an hour daily—showing their work, reading aloud, and practicing spelling strategies just as they would here on campus," recounts program director Kit Prillaman.

However, the school's initial plan was not without its faults. After the first week, teachers and students were complaining of significant screen fatigue and the new format didn't easily define the beginning and end of a school day, so teachers were up late at night grading and preparing for the next day while also answering students' questions. The administration quickly responded and senior staff once again collaborated on a solution.

The new approach had the middle and upper school students meeting for a full day (periods 1-7) on Mondays and Tuesdays, faculty office hours on Wednesday, as well as time for students to complete more independent projects, and on Thursday and Friday, they split the classes so half meet one day and the rest, the next. "This format was more digestible for our families and our faculty. We learned fairly quickly we couldn't just replicate a school in someone's home over a computer. It's just not the same," notes Proctor. "This new format took advantage of the fact that students will be doing a lot of project-oriented learning to get them off the computer and exploring subjects in a hands-on way."

The lower school kept screen time to a minimum but kept it consistent so students could hold onto their routines. They even continued their P.E. program and released daily videos and challenges (How many jump squats can you do in one minute?), encouraging students to share their reactions and accomplishments with everyone through videos, pictures and class comments. They even held Zoom P.E. classes for specific grades.

"It's not perfect, and it's not preferable," reflects Proctor, "But school is such a normal routine for children. To take that away from them completely would have been very detrimental for their mental and physical wellbeing, adding anxiety and stress when all they want is to feel in control. And, there's the economic factor," he adds. "Our faculty are what make our school the excellent learning environment it is. If we couldn't keep them employed, we would be losing the largest asset we have. Our people."