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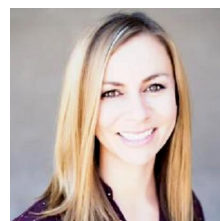
Where are they now? 2011 grad Jessie Whitfield owns digital GIF booth business

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Jessie Whitfield, who graduated from Arizona State University with a degree in psychology and honors from Barrett Honors College in 2011, doesn't work in a field you would think fits with her degree.

After stints in the non-profit arena in the areas of behavioral health, fundraising and event management, she now owns a GIF photo booth business called MISGIF (<https://www.themisgif.com/>) that specializes in branded GIFs that can be instantly shared to your phone, email and social media.



(/files/jessiewhitfield.jpg)"We work with a variety of events, including weddings, but we specialize in working with brands that are looking to increase their social media reach or kickstart a viral online campaign," she said.

Businesses are able to include their branding on the digital frame, text message, email and online gallery and their event guests are instantly able to share their branded GIFs to their phone, email and social media, Whitfield explained.

"When it comes to social media marketing, sharing videos - especially short, catchy, easy-to-consume ones like GIFs - is the most effective way to capture a person's attention online and hold it. Our goal is to help businesses provide branded, interactive, and engaging content on various social media platforms so that they can meet their social media marketing goals and increase their leads," she said.

MISGIF offers the iBooth, an all-digital, stationary, open-air GIF photo booth that offers branded GIFs and photos, as well as the iRoam, a handheld, mobile photo booth that offers branded photos. Both allow guests to instantly share GIFs and photos to their phone, email and social media. On top of that, MISGIF offers a live feed of the GIFs that can be projected on a screen or wall, custom backdrop designs and custom props.

While helping to increase exposure for events and businesses, Whitfield knows that what her company does also plays on people's psyche in a good way. Who doesn't like to attend an event, take their photo or GIF, post and share it immediately, and get instant feedback?

Whitfield, who transferred into ASU and Barrett from Mesa Community College's honors program, said her undergraduate experience - especially in Barrett Honors College - prepared her for her current endeavors. She learned how to adapt to different situations, work within a diverse community, accept challenges, and develop solutions.

We asked her to look back on her experience and tell us how she feels about it. Here's what she had to say.

How was the transition from community college to the university?

The transition process was easy. There weren't any real challenges being a transfer student, but I do regret missing out on the freshman/sophomore (residential) experience that Barrett offers. I was a bit older than the majority of the students in my classes and I lived off campus so I wasn't able to connect with the community as much as I hoped. With that said, I was very happy with my experience as a transfer student.

Did you feel as if you fit in at ASU and Barrett?

I felt that I fit in at ASU, but even more so at Barrett. I was surrounded by passionate, engaged, like-minded students from a variety of different backgrounds who weren't there just to learn, but to grow.

Would you encourage other community college students to consider transferring into ASU and Barrett?

I definitely would encourage other community college students to consider transferring into ASU and Barrett. The process is easy and well worth it. I would highly recommend community college students enroll in their community college's honors program. This was helpful for me in that it prepared me for the challenging courses Barrett offered and the workload.

How did you decide to join Barrett?

I wanted to be a part of a smaller community on campus and take courses that expanded my view of the world and challenged me to think outside of the box. I also wanted more one-on-one time with my professors, which was possible at Barrett due to the small class size. Additionally I thought that graduating from Barrett would set me apart from other job candidates, which turned out to be true.

What were the benefits of being a student in Barrett? Challenging coursework. Thesis. Smaller community. Great students/friends.

All of the above.

Did you have enough time to complete your thesis/creative project? Was it a difficult process?

I had plenty of time to complete my thesis, perhaps because at that age I was able to function on no sleep. The thesis was very challenging but well worth completing. It's not as scary as it sounds.

What was your thesis/creative project about? Was completing a thesis advantageous, or just hard work?

My thesis focused on exploring why some individuals mate poached. Mate poaching is when a person attempts to convince another person in a romantic relationship to cheat on their partner. I looked at how age, gender, personality traits, and attachment styles played a part. I really enjoyed working on and completing my thesis, but it was definitely hard work.

What advice would you give to a prospective Barrett student?

I would highly recommend that prospective students attend Barrett. The courses were amazing and truly changed the way I see the world. Also, the honors community is small, which was great considering how big ASU is.


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