

JESSICA BENEVENTE

CONTACT

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EDUCATION

BFA in Graphic Design at SUNY New Paltz

SKILLS

Proficient in the following programs:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Acrobat
- Figma
- Asana
- Slack
- Wix Website Builder
- Microsoft Office Powerpoint
- Amazon Brand Central tools

Thorough understanding of color theory, typography and layout design.

Implementation of brand style guides to maintain a cohesive vision throughout all projects.

Social media design for organic and paid Instagram, Tiktok, Twitter, and Facebook.

Design for digital assets such as websites, banner ads, landing pages, emails and e-commerce platforms.

Adept at creating print assets such as posters, booklets, catalogs, print ads, and trade show signage from ideation through production.

Photo retouching techniques such as recoloring, lighting adjustment and airbrushing.

Vector and hand drawn Illustration.

Motion graphics animation & light video editing.

Fabrication of physical and digital product mock-ups.

Can balance multiple projects at once, while still meeting deadlines.

Effectively communicates ideas with coworkers, clients, and vendors.

PASSION PROJECT

The *@jessrosedreams* Instagram and Tiktok account is where I post my vintage inspired, digital collages and illustrations. I utilize collage as a medium for storytelling, self expression and creative exercise.

In February of 2024 I created, marketed and sold a series of greeting cards with this illustration style.

EXPERIENCE

Freelance Designer at BARK March 2024-Present

Creates customer facing email promotions to promote product launches and sales.

Freelance Designer at Strategy Studios November 2023-Present

Executes motion graphics and presentations for the studios clients.

Lead Graphic Designer at Vida Shoes International - Jambu & Co Brand May 2022-August 2023

Designed seasonal catalogs, look books, brochures, booklets, posters, and magazine ads.

Lead environmental design for brand showroom which included signage, display case headers, vinyl wall decals and point of purchase materials.

Assisted packaging design for boxes, hang-tags, and gift with purchase brand apparel.

Collaborated with the marketing team to produce engaging social media assets that boosted engagement by 15-20% quarterly.

Worked with a developer to redesign the retail website for desktop and mobile application.

Designed and implemented Amazon Brand+ pages.

Utilized motion graphics skills to produce product description videos for HSN TV spotlights.

Key Achievements

As Lead Designer I executed all print and digital assets from design to production, while multitasking projects and overseeing a fellow subordinate designer. I am most proud of my contribution to the redesign of our brand showroom which was instrumental in introducing the Jambu & co re-brand.

Graphic Designer at Delta Children March 2020-May 2022

Collaborated with the marketing team to design assets for social media, email, 360 campaigns, and website banners for e-commerce.

Designed ad content for retailers like BuyBuyBaby, Walmart, Target, and Amazon as well as brand licenses like Jeep, Serta, Disney, and Nickelodeon.

Created motion graphic videos, edited photography, assisted packaging design, and rendered website mock-ups.

Graphic Design Intern at Sodexo August 2018-May 2019

Utilized my illustration skills to design promotional material for SUNY New Paltz dining events such as logos, print and digital posters, and menus.