

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
- Tweetdeck
- Wix Website Builder
- Microsoft Office Powerpoint
- Amazon Brand Central tools

Masterful understanding of color theory, typography and layout design for digital and print media.

Working within brand identity guidelines to maintain a cohesive vision throughout all projects.

Photo editing techniques such as product manipulation, recoloring, lighting adjustment and airbrushing.

Vector and hand drawn Illustration.

Motion graphics animation.

Design for web and mobile applications.

Social media design for platforms such as Instagram, Twitter, Facebook and TikTok.

Experienced in product packaging and point of purchase materials .

Expert in designing and executing production for print assets such as posters, booklets, brochures, and trade show signage.

Operates within tight deadlines to deliver finished, high quality work on time.

Interpersonal skills that allow for clear communication of ideas and successful collaboration with coworkers.

EXPERIENCE

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

Managed print production by preparing print ready files and communicating with vendors.

Conceptualized and designed print material such as seasonal catalogs, look books, brochures, booklets, posters, and magazine ads.

Lead environmental design for trade show display signage, showroom headers, vinyl wall decals and point of purchase (POP) materials.

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

Collaborated with the marketing team to produce social media assets for stories, posts, reels, and motion graphics videos to be displayed across platforms.

Worked with the developer to redesign and mock-up the retail website for desktop and mobile application.

Designed and implemented Amazon Brand+ pages.

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

Key Achievements

As Lead Designer I executed all print and digital assets from design to production, while multitasking between projects and overseeing a fellow subordinate designer. Additionally, I modernized the Jambu & Co brand by utilizing design trends and integrating them into their current visual identity.

Graphic Designer at Delta Children March 2020-May 2022

Collaborated with the marketing team to design assets for social media, promotional emails, marketing campaigns, and website banners.

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

Conceptualized and designed the visual identity for all promotional material for SUNY New Paltz dining events such as logos, flyers, print and digital posters, and menus.

Graphic Design & Social Media Intern January 2018-May 2018

Collaborated with fellow interns to produce social media content for all major platforms.