JAYNAMACHINE

GRAPHIC DESIGN ET AL

FREELANCE GRAPHIC DESIGNER + SOCIAL MEDIA, NYC AD AGENCIES + CLIENTS
2019 - PRESENT

HAWKINS WEBB. DECEMBER 2019 - ONGOING
Website Redesign, Social Media Design and Management for NY Construction/Architecture Firm.

EUNY HONG. THE POWER OF NUNCHI. AUGUST 2019 - ONGOING
Social Media Design and Management of International Book Launch for Penguin Author, Euny Hong.

POPSITIVITY. NOVEMBER 2019 - ONGOING
Social Media Design and Management for Launch of Lollipop Brand.

FULL-TIME IN-HOUSE GRAPHIC DESIGNER, RIPCO REAL ESTATE
MAY 2018 - JULY 2019

Design of Marketing Packages, Pitch Books, Eblasts, Signage, Website Updates, and Social Media for High-end Retail Real Estate Properties in Manhattan.

FREELANCE GRAPHIC DESIGNER + SOCIAL MEDIA, NYC AD AGENCIES + CLIENTS
2012 - PRESENT

LSC DESIGN. AUGUST 2016 - ONGOING
Presentation Design. Award Submission Design. RFP Design. Re-branding and Re-naming Company and Subsidiaries. Architecture Firm. International Clients.

BLANKIE TAILS. JUNE 2016 - JUNE 2018
Design of Hasbro-licensed Merchandise. Shopify Website Updates.
Social Media, Web, and Email Campaign Design. Branding. Photo Retouching. Promotional Stunts.
Animated Emoji Design. Catalogue Design. POS Design. Trade Show Booth Design.
Entrepreneurial Venture. Top-selling item on Amazon.

DCX GROWTH ACCELERATOR. AUGUST 2017
Copywriting for TV Spot. Pitch Deck Design.
Client: Indeed.com.

MARKET ROAD FILMS. NOVEMBER 2017
Pitch Deck and Lookbook Design for Feature Film.
Pulitzer Prize winning Writer.

SMARTGURLZ. MARCH 2017
Pitch Deck Design for Nickelodean TV Show. Shopify Website Design. Photo Retouching.
Educational Toy Startup.

ATMOSPHERE BBDO. JANUARY - MARCH 2016
Packaging Design. Branding. Mechanicals. Photo Retouching. Set Design for SXSW Event.
National Tobacco Brand.

FCB HEALTH. APRIL 2016
Branding. New Business Pitch Design.
National Pharma Brand.

OPTIMUM DIAMONDS. 2014-2015
Book Design. Digital Illustration. Copywriting.
NYC Dealer of World's Most Rare and Valuable Diamonds.

FULL-TIME GRAPHIC DESIGNER/BRANDING SPECIALIST, RAD
2012-2015

Logo Design. Branding. Collateral/Print/Advertising Design. Naming. Website "Look and Feel".
Packaging Design. Illustration. Client Interfacing. For boutique multidisciplinary design firm RAD.
Started working on a contract basis in early 2012, and moved to a salaried position at the end of that year.

EDUCATION + SKILLS

B.A. with Honors, Art (Painting + Graphic Design Emphasis), YALE UNIVERSITY
Fiction Writing Classes: SACKETT STREET WRITER'S WORKSHOP, THE CENTER FOR FICTION, CATAPULT

Adobe Creative Suite. Typography. Social Media. Gif Animation. Digital Illustration. Painting/Drawing.
Basic Sound Editing. Writing. MS Office. Mac and PC. I own a MacBook Pro.

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