

jena locastro

GRAPHIC DESIGN

FREELANCE

Graphic Designer

May 2015 – Current

- Collaborate with design studios, advertising agencies, creative directors and other designers
- Work independently with clients
 - Logo development and design
 - Work within current branding guidelines of clients
- Design advertising materials for both print and web platforms
 - Social media content creation including graphics, icons, and gifs

INTERNSHIPS

Graphic Design Intern

Alexander Isley Inc. Designers
October 2017 – December 2017

- Research and design concepts for client presentations
- Effectively communicate with creative director and designers about design materials and information
- Photograph materials for monthly newsletter and presentation mockups

Graphic Design Intern

Buzz Creators
May 2016 – August 2016

- Design and develop promotional materials such as flyers, infographics, and PowerPoint templates
 - Assist with creating social media pages and posts

CONTACT

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Portfolio: www.jenalocastrodesign.com

EXPERIENCE

Graphic Designer

Baum-Essex

February 2018 – January 2021

- Design layouts and graphics from concept to final packaging for boxes, hang tags, PDQs, and posters
- Work with private label, in house brands, and brand licenses for retail and e-commerce in stores such as Walmart, Target, and Bed Bath & Beyond
- Launched brand identities including logo development, color palettes, and font selection
- Create and design new, or improve existing, client labeling following brand guidelines
- Develop new products and repeat patterns through sketching and CAD creation
- Create sales mockups and PowerPoint presentations with detailed product overviews
- Utilize photography and lighting equipment to create product photos and videos in studio and lifestyle photoshoots
- Edit photos and videos for sales presentations, packaging, and e-commerce
- Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign, and basic Premiere Pro)

EDUCATION

Bachelor of Arts in Graphic Design & Digital Media

State University of New York at Cortland

August 2013 – May 2017