



Jenny Reyes | Designer

EMPLOYMENT HISTORY

Freelance Designer | February 2023 – March 2024

Clients: City of Long Beach, Catalina Island Donuts, 4 Brothers

City of Long Beach: Conceptualized and designed the official t-shirt logo for the city's recreational sports offered to the public.

Catalina Island Donuts: Directed the expansion of creative assets as a starter small business, which involved discussions on design and pre-press for seasonal menus, flyers, and pop-up banners for vendors to print afar.

4 Brothers: Lead creative in growing this small business's brand by creating label designs for in-store food products and bilingual ad flyers. Kickstarted the Shopify store through assisting in the UX/UI design and brand identity, as well as shooting/editing product photography for over 50 products.

Senior Graphic Designer | August 2017 – January 2023

Client: ViewSonic

Designed assets with the in-house team for both print and web to fit the brand's style guide. This involved the website's visuals, brochures, promo flyers, upscaled tradeshow signage for print, and product launches. Over time, assisted both the Amazon and digital team to edit product imagery, A+ content, and ad campaign banners throughout the year. Eblasts, web coding, and video editing was contributed when necessary.

Freelance Designer | March 2021 – October 2022

Client: Red Bull, UnderArmour, Guayaki

Designed impactful PowerPoints for internal presentations through edited photography and design of iconography. Maintained consistency of their overall branding as well as story direction of all slides. When necessary, lead direction in updating old creative assets for fresh use. Additional brand style guidelines were created to educate employees/designers on how to stay in line with these updates.

Jr. Graphic Designer | September 2015 – March 2017

Client: In One Instant

Themed around promoting safe teen driving, this collaboration involved custom posters, print/web banners, and brochures to offer parents advice in teen safe driving. Formatted creative assets as digital emails to use for Mail Chimp and Constant Contact.

Jr. Graphic Designer | July 2015 – January 2016

Client: Exxel Outdoors

Edited product photography and scenarios for Exxel's 8 established brands for their web and Amazon pages. Maintained on-brand keynote presentations with style guides, illustrations/iconography for charts, and pre-press for flyers.

PORTFOLIO

Jennyallisonreyes.com

CONTACT

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🌐 Chino Hills, California

SKILLS

Photoshop, Illustrator, Indesign, After Effects, Acrobat, Dreamweaver, HTML, Figma, Microsoft PowerPoint, Office, UX/UI, Basecamp, Slack, Asana

Marketing campaign designs across email, social, web, and print platforms

Team player in establishing positive and collaborative relationships with internal clients/outside vendors

Keen eye in ensuring marketing assets are accurate, archived, and distributed in a timely basis

ACADEMICS

Bachelor of Arts: Graphic Design
Minor in Marketing Management
California Polytechnic University