

JASMINUREÑA

ART DIRECTION / DESIGN & ACADEMICS

WWW.JASMINUDESIGN.COM

JASMINUDESIGN@GMAIL.COM

NEW YORK, NY

(917) 301 - 7049

LINKEDIN.COM/IN./JASMINUREÑA

YEARS PRACTICING

2007 - Present (16+ years)

BRANDS

- First Presbyterian Church of New York City
- Calvin Klein
- Cole Haan
- Ashley Stewart
- Revlon
 - Elizabeth Arden*
- TOCCA
- Kate Spade
- LOFT
- La Prairie
- L'Oreal
 - Guy Laroche*
 - Viktor & Rolf*
 - Armani Beauty*
 - Maison Martin Margiela*
 - Paloma Picasso*
 - Ralph Lauren*
- Coty
 - Rimmel London*
- Eileen Fisher
- Nine West
 - Anne Klein*
- Makeup Forever
- Laird + Partners
- DirecTV
- Redken 5th Avenue
 - Redken*
 - Pureology*
 - TIGI*
- Bath & Body Works
- Clear Channel
- Plato Learning
- Everbe Beauty

Native New Yorker. Teller of visual stories through solution driven design. I love what I do.

ACHIEVEMENTS

Cole Haan - Redesigned treatment and concept for outlet emails which garnered praise from Vice President.

Revlon - In collaboration with Creative Director and e-retail opps team, I redesigned visual storytelling of brand product pages on ecomm site Amazon. This effort drove increase in both sales and on line traffic.

Consultancy - Currently making impactful contributions to the reshaping of the brands identity, visual identity and story telling.

EXPERIENCE

Layout Design / Communications - (September 2024 - Present)

The First Presbyterian Church of New York City: Contribute to creative concept discussions and design for both digital and print marketing materials to ensure visual consistency across all church communications. Strategic approach to typography design and creating compelling visuals through story telling.

Creative / Design / Art Direction (Consultant) - (2021 - Present)

Hybrid function between Creative and Marketing for multiple clients including but not limited to literacy summer camp program and Information Technology. Responsible for ideation of concepts, development, design and execution of 360 campaigns across print, digital, social platforms.

Art Director - (2017 - 2020)

Contributed to the ideation and design of global campaigns for the Elizabeth Arden/Revlon brand, combining digital, e-mail, e-commerce, web banners, and social media assets. Shaped visual aesthetic and user experience for e-retail projects, leading from start through delivery. Worked closely with cross functional teams including but not limited to marketing, copy writers, developers, and video on all projects and updates. Mentored and provided guidance to junior/senior designers and freelancers. **Revlon - Elizabeth Arden**

Design - (2010 - Present)

Visual storyteller for high end brands in fashion, beauty, retail and communications. Process includes ideation, strategic thinking, and research in order to create work that translates marketing and business goals/briefs. Collaborated with senior designers on campaign photoshoots for social media.

Cole Haan / Kate Spade / Nine West (Anne Klein) / Bath & Body Works / Redken 5th Avenue / L'Oreal / Elizabeth Arden / TOCCA / Laird+Partners / Eileen Fisher / Makeup Forever / Ashley Stewart / Coty / DirecTV

Production Design - (2013) // (2015 - 2016) // (2023)

Worked on mechanicals for print, packaging and digital assets. Assisted in press run's to ensure highest quality of final printed pieces. Hired, managed and mentored junior designers. **Calvin Klein / LOFT / La Prairie**

Marketing/Design Coordinator - (2007 - 2009)

Ideation and development of design pitch artwork and presentations for national and local retail campaigns targeting mall consumers. Brand pitch work included: **PUMA, Johnnie Walker, Pepsi, AT&T, Michael Kors, SKECHERS, and Gucci.**

JASMIN UREÑA

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YEARS PRACTICING

2007 - Present (16+ years)

SKILLED IN

- Brand Tool Kit
- Packaging
- GIF Animation
- Email
- Social
- Website Design
- E-commerce (UX/UI)
- Event Invitation
- Step & Repeat
- In-store Signage
- POS collateral
- Counter Display
- Presentations
- Pitch work
- Posters
- Magazine Ads
- Billboard Signage
- Wall Signage
- Look Books
- Logo/Identity
- Business Card
- Letterhead
- Photoshoot Deck
- Typography
- Banners

SOFTWARE

- Adobe Creative Suite
 - Photoshop*
 - InDesign*
 - Illustrator*
 - XD*
 - Premier Pro*
- Invision
- Microsoft Office

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OTHER EXPERIENCE

Creative Instructor - (2021)

Served as instructor at start-up boutique program for home-schooled teenage students. Developed/prepared course materials and curriculum for three elective subjects. Each course curriculum was strategically developed to reach students at their individual level.

Elective courses: Communications 101, Creative Direction, Art History

EDUCATION

- BA, Communications | UNIVERSITY OF PHOENIX
- AAS Digital Design | KATHERINE GIBBS SCHOOL
- Coursework | THE OHIO STATE UNIVERSITY
- Continuing Ed | SCHOOL OF VISUAL ARTS | NEW YORK UNIVERSITY

AFFILIATIONS & VOLUNTEERING

- Free Arts NYC | Portfolio Mentoring - 2019 - 2020
- AIGA | New York Chapter (NYC) | Design Leader/Mentorship - Ongoing