



## CONTACT

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## EDUCATION

### B.F.A. Graphic Design/Interactive Advertising

Kean University, Michael Graves College,  
Robert Busch School of Design • May 2018

- Epsilon Epsilon OMEGA Honor Society

## DESIGN SKILLS

- Art Direction
- Omni-channel Advertising Campaigns
- Social Media Concepts & Designs
- Promotional Design
- Motion Graphics
- Branding & Identity
- Web Design
- UX/UI Design
- Illustration
- Typography
- Photography

## TECH SKILLS

- Photoshop
- Illustrator
- InDesign
- After Effects,
- Premiere Pro
- Adobe XD
- Contentful
- Mailchimp
- Constant Contact
- Canva

## LANGUAGES

English • Spanish

# JEANNETTE COLOMBANI

## DIGITAL DESIGNER

### CREATIVE BACKGROUND

#### Graphic Designer

American Reading Company • July 2021

- Work closely with the Creative Director to support the creation and maintenance of graphics across all marketing platforms — including print, digital, and web
- Enhance digital assets and periodically update collateral to upload to the ARC Marketing Collateral Store, accessible to internal customers
- Collaborate with the social media and multimedia teams in conceptualizing and executing content strategy for the ARC Loves site
- Scope, update, and create campaign email templates that promote ARC products/materials and literacy needs
- Develop graphics and presentation layouts that meet brand standards and provide visual consistency
- Proactively assist with process documentation to efficiently fulfill team objectives

#### Lead Designer

IEEE Computer Society • March 2021- June 2021

- Created digital marketing assets — including social media graphics, web and email banner ads, event and committee logos, brochures, and presentations
- Built web page mockups to initiate a revamp of the homepage
- Collaborated with the marketing team to develop communication strategies and marketing collateral for the brand
- Coordinated with the Sr. Digital Marketing Manager to ensure deadlines were met and in compliance with the brand's visual standards

#### Graphic Designer

Rutgers New Jersey Medical School • April 2019 - July 2020

- Worked closely with the Marketing Director to provide design deliverables for print, digital, and web
- Managed and ensured marketing and promotional material complied with the brand identity guidelines
- Created engaging social media campaigns for major school events such as White Coat Ceremony, Match Day, and Convocation
- Collaborated with the web team in providing web page layouts and weekly high-quality image files to update the site
- Aligned with the marketing team to strategize and successfully execute school events — including virtual initiatives
- Assisted the designer, photographer, and senior editors with the production of the Pulse Magazine Fall 2019 and Spring 2020 issues

#### Freelance Digital Designer

Century 21 Stores • October 2018 - November 2018

- Developed print deliverables and store signage for the Christmas season
- Assisted with the Christmas season motion graphics displayed in stores' LED TV screens in the Tri-state area
- Collaborated with the design team in updating the holiday season eCommerce
- Reported to the Art Director and Project Coordinator to ensure deadlines were met and in compliance with the brand's visual standards