



JEANNETTE COLOMBANI

WORK EXPERIENCE

Independent Designer & Professional Development • NJ

September 2023 - March 2025

- Art-directed and branded a personal baking project, growing audience engagement through strategic storytelling and cohesive identity design
- Consulted small businesses to develop logos, campaigns, and marketing collateral, improving client visibility and brand recognition
- Acquired new skills and completed Google Ads training, strengthening the ability to integrate paid media strategies into creative direction

Graphic Designer, American Reading Company (ARC) • Blue Bell, PA

July 2021 - September 2023

- Directed creative strategy for promotional materials and bilingual (English/Spanish) campaigns, strengthening brand positioning, expanding accessibility, and increasing visibility across K-12 markets
- Developed brand guidelines with leadership, ensuring consistent visual identity across all channels
- Designed inclusive content highlighting diverse ethnic backgrounds in children's books, supporting ARC's mission of equity in education
- Created compelling sales and client presentations that supported business development efforts and drove stronger engagement with educational partners
- Optimized email templates, boosting open and click-through rates for curriculum and product launches
- Streamlined workflows by documenting processes and creating project briefs, improving cross-team efficiency and creative output

Lead Designer, IEEE Computer Society • Los Alamitos, CA

March 2021 - June 2021

- Led a homepage redesign initiative, creating user-centered mockups that modernized the IEEE-CS digital presence and user experience
- Designed digital and print assets for global technology conferences, increasing visibility and audience engagement while ensuring brand consistency
- Updated committee logos and collaborated with the Senior Marketing Manager to strengthen brand identity, enhance recognition, and create high-quality, brand-aligned graphics that maintained creative consistency

Graphic Designer, Rutgers New Jersey Medical School • Newark, NJ

April 2019 - July 2020

- Designed omni-channel campaigns for key events (White Coat Ceremony, Match Day, Convocation) and health initiatives, collaborating with the Marketing Director to ensure brand consistency and strengthen school identity and engagement
- Launched virtual initiatives during COVID-19, earning recognition from the Dean for innovative digital solutions that maintained community connection
- Elevated brand visibility by designing cohesive swag and marketing materials that fostered student and alumni pride
- Partner with the web team to design layouts and imagery that enhanced user experience and showcased diverse representation on the school's website
- Contributed design and production support to *Pulse Magazine* (Fall 2019 & Spring 2020)

Freelance Digital Designer, Century 21 Stores • Secaucus, NJ

October 2018 - November 2018

- Designed and refreshed e-commerce and in-store promotional assets for the holiday season, aligning visuals with brand standards and boosting seasonal marketing appeal
- Edited and produced Christmas-themed video clips for in-store and mall LED displays, delivering high-quality that enhanced customer engagement
- Developed and retouched product images for footwear, accessories, and apparel campaigns, improving visual presentation and supporting sales initiatives

CONTACT

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SKILLS

Creative Direction & Branding

Art Direction • Omni-channel Advertising
Campaigns • Branding & Identity
Promotional Design • Social Media
Concepts & Designs

Digital & Motion

Motion Graphics • Video Editing
Generative AI Video Prompting
Web Design • UX/UI Design

Visual Craft

Illustration • Typography • Photography

TOOLS & SOFTWARE

Design & Motion

Photoshop • Illustrator • InDesign
Lightroom • After Effects • Premiere Pro
XD • Adobe Express • Adobe Firefly

Digital & Marketing

Canva • Mailchimp • Constant Contact

Project Management

Jira

Social Media Platforms

Facebook • Instagram • TikTok
LinkedIn • Twitter/X

EDUCATION

Bachelor of Fine Arts (BFA)

Graphic Design/Interactive Advertising

Kean University, Michael Graves College,
Robert Busch School of Design

- Epsilon Epsilon OMEGA Honor Society

CERTIFICATES

Google Ads Masterclass (October 2024)