



# JEANNETTE COLOMBANI

## DIGITAL DESIGNER

### CONTACT

www.jeannettecolombani.com  
hello@jeannettecolombani.com  
908-587-8210

### 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

### WORK EXPERIENCE

#### Graphic Designer

American Reading Company • July 2021 – September 2023

- Developed and maintained print and digital marketing, including advertisements, emails, web assets, and video graphics, in collaboration with the Creative Manager, Creative Director, and Director of Multimedia.
- Enhanced the digital assets in the ARC Marketing Collateral Store for internal use.
- Assisted the social media and multimedia teams in creating content that celebrates inclusion and diversity on the ARC Loves website.
- Scoped, updated, and created email campaign templates promoting ARC's products/materials and literacy initiatives.
- Designed presentations following brand standards for visual coherence, organization, and readability.
- Implemented process documentation to streamline and efficiently fulfill team objectives.

#### Lead Designer

IEEE Computer Society • March 2021 – June 2021

- Produced digital marketing assets, including social media graphics, short videos, web banners, and brochures for events and committees.
- Built web page mockups to initiate a revamp of the homepage.
- Collaborated with the marketing team to develop communication strategies and achieve mutual goals.
- Coordinated with the Senior Digital Marketing Manager to meet deadlines and adhere to brand guidelines.

#### Graphic Designer

Rutgers New Jersey Medical School • April 2019 – July 2020

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

#### Freelance Digital Designer

Century 21 Stores • October 2018 – November 2018

- Developed Christmas season signage for store and marketing use.
- Partnered with the motion designer to create digital assets to produce short videos for the Christmas season, displayed on LED TV screens in the Tri-state area.
- Collaborated with the design team to assist the E-Commerce editor with the holiday season web layout and assets, ensuring a consistent style and identity were implemented.
- Reported to the Art Director and Project Coordinator to ensure designs complied with the brand visual standards and deadlines.