



# JEANNETTE COLOMBANI

## WORK EXPERIENCE

### Independent Designer & Professional Development • NJ

January 2024 – Present

- Art-directed and developed branding for a personal baking project, leveraging strategic visual storytelling to enhance audience engagement.
- Consulted with small business owners to craft tailored branding and marketing solutions, delivering high-quality, results-driven designs.
- Completed advanced Google Ads training, demonstrating a commitment to professional growth and adaptability to industry trends.

### Graphic Designer, American Reading Company • Blue Bell, PA

July 2021 – September 2023

- Led creative direction for promotional materials, strengthening brand positioning, market visibility, and digital asset management.
- Collaborated with the Creative Director to develop bilingual (English/Spanish) marketing campaigns across email, print, and digital platforms.
- Established a cohesive brand identity and visual guidelines with the Creative Manager, ensuring consistency across all marketing efforts.
- Designed inclusive content highlighting diverse ethnic backgrounds in children's books, reinforcing ARC's commitment to equity.
- Optimized email campaign templates, increasing engagement and response rates for curriculum launches and product promotions.
- Created compelling presentations aligned with brand standards, supporting sales pitches and client engagement.
- Streamlined creative workflows through process documentation and project briefs, improving efficiency and output quality.

### Lead Designer, IEEE Computer Society • Los Alamitos, CA

March 2021 – June 2021

- Designed strategic print and digital graphics to promote global technological advancements and drive engagement at major conferences.
- Led the homepage redesign initiative, developing user-friendly web mockups in collaboration with the marketing team.
- Revitalized committee logos, enhancing brand identity and usability while maintaining consistency across platforms.
- Partnered with the Senior Digital Marketing Manager to ensure timely delivery of high-quality, brand-aligned designs.

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

April 2019 – July 2020

- Designed omni-channel campaigns for major school events, including the White Coat Ceremony, Match Day, and Convocation.
- Launched virtual initiatives during COVID-19, recognized by the Dean for innovative digital engagement strategies.
- Strengthened brand presence by creating cohesive swag and marketing materials that enhanced audience connection.
- Developed web layouts and high-quality image assets for regular site updates, ensuring a seamless digital experience.
- Supported the Marketing Director in managing print, digital, and web graphics, ensuring brand consistency and diverse representation.
- Assisted in the production of *Pulse Magazine* (Fall 2019 & Spring 2020), collaborating with designers, photographers, and editors.

### Freelance Digital Designer, Century 21 Stores • Secaucus, NJ

October 2018 – November 2018

- Designed and updated e-commerce and in-store promotional assets, aligning visuals with brand standards for the holiday season.
- Developed and retouched product images to enhance marketing campaigns for designer footwear, accessories, and apparel.
- Edited Christmas-themed video clips for in-store and mall LED displays, ensuring timely execution under tight deadlines.

## CONTACT

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## 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)

## SKILLS

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

## TOOLS

Photoshop  
Lightroom  
Illustrator  
InDesign  
After Effects  
Premiere Pro  
XD  
Canva  
Mailchimp  
Constant Contact  
Contentful  
Jira Project Management