

# Jennifer Jimenez

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Visually driven design professional with experience as an in-house Associate Digital Art Director dedicated to marketing design, logo design, and client relations.

## Clients

### 2016-2019 CITY JEANS PREMIUM

#### Marketing Designer

Conceptualized and Art Directed all 360 campaigns, while understanding the company's brand and marketing goals.

### 2016 REBEKAH REHAB & EXTENDED CARE

#### Graphic Designer

Worked along side the director of the facility to conceptualize an informative pamphlet that would be given to new patients.

## Work Experience

### 2020 - Now FULLBEAUTY BRANDS | ROAMAN'S

#### Associate Digital Art Director

Conceptualized and Art Directed all 360 campaigns while understanding the company's brand and marketing goals.

### 2016 - 2020 FULLBEAUTY BRANDS | ROAMAN'S

#### Digital Designer

Under the supervision of the art director assisted in the design of all digital assets whilst keeping the integrity of the brand when conceptualizing new ideas for marketing purposes.

## Education

### NYC COLLEGE OF TECHNOLOGY

Bachelors - 2017

### ART INSTITUTE OF NYC

Associates - 2012

## Skills

Photoshop  
Illustrator  
InDesign  
Wireframing  
Creative Concepting

## Knowledge of

Responsive/Mobile first design  
UI/UX  
HTML/CSS  
Project Management

