**Jazmin Puente**

Visual Designer

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https://www.jazminpuente-design.com/

EXPERIENCE

**Graphic Designer** (Freelance)

**Skywhite Films** |CA | July *2022 - Present*

* **Creative Vision:** Contribute to projects by crafting visually captivating photo albums for weddings and quinceañeras.
* **Guided Expertise:** Operating under the guidance of the skilled owner, I leverage their proficiency in layouts and photography, incorporating valuable insights into my design approach.
* **Continuous Growth:** Committed to personal and professional improvement, I actively researched and implemented strategies to enhance my design skills, eagerly adopting pointers, and persistently evolving as a designer.

**Graphic Designer for Marketing & Communications**

**Honeypot Meadery** I CA | *May 2021 – Jan 2024*

* **Strategic Leadership:** Develop and execute comprehensive marketing and communications strategies to reach diverse audiences and achieve organizational goals.
* **Project Oversight:** Responsible for crafting high-quality marketing materials, including flyers, labels, promotionals, assets and engaging social media graphics.
* **Brand Development:** Formulate impactful branding strategies for products and services, contributing to market visibility and recognition.

**Graphic Designer (**Freelance)

**Kuruvungna Village Springs,** CA (Aug. 2023 - Oct. 2023)

* **Custom Design:** Crafted a unique logo for a non-profit organization, delivering impactful design solutions.
* **Research and Presentation:** Conducted in-depth research, presented design concepts to the Lead Director, and readily incorporated feedback.
* **Adaptability:** Demonstrated the ability to accept and implement constructive criticism efficiently.

**Graphic Designer** (Freelance)

**Studio Smokescreen,** CA (Oct. 2022 - Oct. 2022)

* **Bespoke Logos:** Designed custom logos for clients, aligning with their distinctive brand identities.
* **Research and Collaboration:** Engaged in comprehensive research, presented design proposals to the Lead Director, and maintained flexibility in response to feedback.

**Vis Dev/Character Paintings** (Freelance)

**Warner Brothers Animation,** CA (Jan. 2022 - Jan. 2022)

* **Artistry:** Applied extensive knowledge of color theory and lighting to create visually appealing compositions.
* **Precise Execution:** Successfully colored provided line art to meet director expectations and convey compelling narratives.
* **Storytelling Through Art:** Conducted character research and utilized available materials to tell engaging stories through art.

**VOLUNTEER AND ADDITIONAL EXPERIENCE**

**Volunteer Graphic Designer**

**LatinX in Animation (LXiA)**, CA (May 2021 – Present)

* **Engagement Growth:** Designed promotional materials for public and social media platforms, contributing to over a 60% increase in audience engagement on Instagram within a year.
* **Collaborative Creativity:** Worked closely with the team on the development of creative assets and planning upcoming events.

**SKILLS**

**Graphic Design Tools:** Proficient in Adobe Photoshop, Adobe Illustrator, Adobe After Effects, and Adobe Premiere. Figma. Canva. Experienced with a Wacom Cintiq Tablet.

**Other Software:** Competent in Microsoft Office Suite, Google Suite

**EDUCATION**

B.A. in Art in Animation I California State University, Fullerton (CSUF) I *May 2017*