



JENNIFER DIGIACOMO

 JenniferLynneDiGiacomo@gmail.com

 JenniferDiGiacomo.com

 805-218-8672

 Seal Beach, California

 **HELLO...** From designing to painting and crafting, I am constantly creating and looking to expand my knowledge and skill set. Whether it's in a collaborative environment or working alone, I am a self-motivated, resourceful and detail-oriented designer. My team player mentality transforms me into a "Jack-ie of all trades," assisting wherever needed in order to get the job done. You could fill a closet with the many hats I've worn and I hope to continue to expand my collection!

FUN FACTS:

- I was born and raised on Maui, Hawaii
- My favorite number is the number 3
- I will eat anything involving cheese
- People often nickname me sunshine
- I play the drums and the ukulele
- Positivity & serendipity are my mantra

EDUCATION

OTIS COLLEGE | 2009-2011
BACHELORS DEGREE IN GRAPHIC DESIGN
3.9 - DEAN'S LIST

F.I.D.M | 2008-2009
ASSOCIATES DEGREE IN GRAPHIC DESIGN
3.9 - HONOR ROLL

VENTURA COLLEGE | 2005-2007
ASSOCIATES DEGREE IN GRAPHIC DESIGN
3.8 - HONOR ROLL

SKILL SET

IDENTITY & BRANDING
MARKETING COLLATERAL
PRODUCT PACKAGING
EDITORIAL DESIGN
ASSETS FOR WEB
EMAIL MARKETING
DIGITAL & PRINT ADVERTISEMENTS
PRINT PRODUCTION
PRODUCT & DISPLAY RENDERING
IN-STORE VISUALS & P.O.P
SOCIAL MEDIA
PHOTO RETOUCHING
ART DIRECTION
PROJECT MANAGEMENT
TEAM MANAGEMENT



WORK EXPERIENCE

2017 - PRESENT

ART DIRECTOR | WET N WILD® COSMETICS

- Collaborated with wet n wild brand team to develop and execute the 2018 campaign "Breaking Beauty"
- Directed campaign model and product photo shoots, providing clear creative direction for photographers and stylists to ensure timely and successful photo shoots
- Provided detailed retouching notes on photo work for product and model images
- Conceptualized all visual assets to be used across in-store visuals, brand website and marketing collateral such as print and digital ads and email blasts
- Oversaw and mentored both freelance and full-time graphic designers encouraging opportunities for growth, while providing creative feedback, direction and clarity on projects
- Took on project management responsibilities, assigning projects to the design team, managing assets and giving feedback ensuring projects adhered to brand guidelines and were completed on time

2015 - 2017

SENIOR GRAPHIC DESIGNER | WET N WILD® COSMETICS

- Researched current trends in beauty and design to conceptualize and execute the 2017 launch campaigns
- Assisted in art directing & preparing for product and model photo shoots, which included putting together shot lists and creative decks with hair, makeup, accessory, style, and theme mood boards
- Designed all print and digital support materials for new product launches such as in-store visuals, retail displays, web and social media assets, marketing & print collateral including advertisements, catalogs, branded mailers and education materials, email blasts and visuals for PR events
- Worked closely with brand & product development teams to design and produce all new product packaging from concept renderings to mock ups and preparing files for final production
- Participated in brainstorming, presentations and meetings with various departments within the company
- Communicated with outside vendors and agencies regarding project needs such as die lines and estimates
- Assisted photographer with retouching on some product and model photography

2012 - 2015

GRAPHIC DESIGNER | WET N WILD® COSMETICS, FERGIE CENTERSTAGE & SPOILED® NAIL COLOR

- Collaborated with creative team to conceptualize and execute the 2013 through 2016 launch campaigns
- Redesigned the look of all 2015 & 2016 in-store merchandising strips, headers and graphic boxes
- Designed graphics for print collateral across wet n wild® cosmetics, Fergie Centerstage and Spoiled® Nail Color, which included merchandising, packaging, advertisements, in-store visuals and displays

2011 - 2012

GRAPHIC DESIGNER | SKECHERS® USA

- Worked closely with the art director to revamp the in-store visuals, displays & fixtures as well as gift cards for flagship retail shop and designed the coordinating 2012 skechers fitness shoe catalog
- Utilized brand style guide to create graphics for retail stores, national conferences, product packaging, trade shows, advertisements, look books, catalogs and marketing collateral for adult fitness division