



JEANNETTE COLOMBANI

DIGITAL DESIGNER

PERSONAL PROFILE

Highly motivated graphic designer specializing in interactive advertising. My experience includes marketing, brand identity, social media designs, and motion graphics. Passionate about delivering innovative design solutions that exceed the client's expectations. I have a keen eye for detail and possess exceptional collaborative and interpersonal skills.

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
- Branding & Identity
- Promotional Design
- Motion Graphics
- Illustration
- Typography
- Photography

TECH SKILLS

Photoshop, Illustrator, InDesign, Adobe Acrobat Pro,
After Effects, Premiere Pro, Adobe XD,
Canva, Constant Contact

LANGUAGES

English • Spanish

CONTACT

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CREATIVE BACKGROUND

Lead Designer

IEEE Computer Society • March 2021 - June 2021

- Created digital marketing assets including social media graphics, web and email banner ads, event and committee logos, brochures, and presentations
- Collaborated with the marketing team to develop communication strategies and marketing collateral for the brand
- Built web page mockups to initiate a revamp of the homepage
- Coordinated with the Sr. Digital Marketing Manager to ensure deadlines were met and in compliance with the brand's visual standards

Graphic Designer

Rutgers New Jersey Medical School, Office of Marketing
and Communications • April 2019 - July 2020

- Created engaging social media campaigns for school major events such as White Coat Ceremony, Match Day, and Convocation
- Assisted with marketing strategies and research for school events including virtual initiatives (Recognized by the Dean of Rutgers NJMS for our team's successful execution for the Virtual Convocation Ceremony)
- Developed digital and print marketing assets including social media posts, advertisements, event banners, and email flyers from concept to final approval
- Built web page layouts and provided weekly high-quality visual content to update on the Rutgers NJMS website
- Collaborated and aligned with the Pulse Magazine designer and senior editors from preparation to final production of the Fall 2019 and Spring 2020 issues
- Managed the graphics for marketing and promotional material and ensured flyers, brochures, pamphlets, and presentations from NJMS departments were in compliance with the Rutgers Visual Identity Guidelines

Freelance Digital Designer

Century 21 Stores • October 2018 - November 2018

- Developed print deliverables and store signage for the Christmas season
- Assisted with the Christmas season motion graphics displayed in stores' LED TV screens in the Tri-state area
- Collaborated with the design team in updating holiday season eCommerce
- Reported to the Art Director and Project Coordinator to ensure deadlines were met and in compliance with the brand's visual standards