



JEANNETTE COLOMBANI

DIGITAL DESIGNER

CONTACT

jeannettecolombani.com
hello@jeannettecolombani.com
908-587-8210

EDUCATION

BFA: Graphic Design/Interactive Advertising

Kean University, Michael Graves College,
Robert Busch School of Design • May 2018

- Epsilon Epsilon OMEGA Honor Society

CERTIFICATES

Google Ads Masterclass • October 2024

DESIGN 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

TECH SKILLS

Photoshop
Lightroom
Illustrator
InDesign
After Effects
Premiere Pro
Adobe XD
Canva
Constant Contact
Mailchimp
Contentful

WORK EXPERIENCE

Graphic Designer, American Reading Company (ARC)

July 2021 - September 2023

- Partnered with the Creative Director to create print and digital graphics for K-12 literacy solutions in English and Spanish, including web and motion graphics.
- Managed the company's collateral store, ensuring high-quality uploads of products and digital assets for internal use.
- Supported social media and multimedia teams in creating content highlighting diversity and inclusion in children's books and education.
- Established a visual identity and branding guide with the Creative Manager, ensuring consistent visuals across all marketing platforms.
- Developed and optimized email campaign templates to effectively promote ARC's products and literacy initiatives.
- Crafted visually compelling presentations adhering to brand standards, enhancing communication effectiveness.
- Implemented process documentation and project briefs, streamlining workflows and improving efficiency.

Lead Designer, IEEE Computer Society

March 2021 - June 2021

- Developed communication strategies and targeted advertisements with the marketing team to promote global technological advancements.
- Led the initiative to revamp the homepage through web page mockups.
- Created engaging print and digital graphics for technical conference events to boost audience engagement.
- Enhanced committee logos for improved visual identity and usability.
- Coordinated with the Senior Digital Marketing Manager to ensure timely design delivery and adherence to visual identity and brand guidelines.

Graphic Designer, Rutgers New Jersey Medical School (NJMS)

April 2019 - July 2020

- Supported Marketing Director in overseeing print, digital, and web design graphics, ensuring adherence to brand guidelines and diverse representation of students and medical experts.
- Created engaging omni-channel ad campaigns for major school events such as the White Coat Ceremony, Match Day, and Convocation.
- Collaborated with the marketing team to enhance brand presence with branded swag.
- Launched successful virtual initiatives during the COVID-19 pandemic, recognized by the Dean.
- Developed web page layouts and high-quality image files for regular website updates.
- Assisted in producing the Pulse Magazine Fall 2019 and Spring 2020 issues, collaborating with the designer, photographer, and senior editors.

Freelance Digital Designer, Century 21 Stores

October 2018 - November 2018

- Supported Video Editor in creating Christmas-themed video clips for in-store and mall LED TV screens.
- Developed ads, retouched product images, and updated visuals to promote designer footwear, accessories, and apparel for holiday e-commerce.
- Designed seasonal signage for in-store marketing to enhance the holiday shopping experience.
- Ensured designs complied with brand standards and met deadlines under the guidance of the Art Director and Project Coordinator.