

Belinda Jansen



Senior Graphic Designer

Crafting designs that capture and engage

Software Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and AfterEffects
Microsoft Office, including Word, Excel, and PowerPoint
Proficient on both Mac and PC platforms

Design Skills	Brand development & constancy	Typography & Color theory	Enjoys both collaborative and solo projects
	Digital photography & retouching	Logo & icon design	Excellent written & verbal communication skills
	Designing for web & mobile	Strong attention to detail	Maintaining quality within shifting priorities

Experience **Freelance Graphic Designer**

June 2011 to Present

- Creating new brand identities, revamping existing identities, and designing sub-brand logos
- Prioritizing various projects in order to deliver assets within tight deadlines while maintaining quality
- Collaborating with in-house marketing teams, entrepreneurs, and small businesses
- Designing marketing materials including retail packaging, event flyers, and web banners

Graphic Designer

Robert Half, San Ramon CA

August 2014 to November 2016

- Led design team responsible for European and Asian marketing materials
- Trained new designers on brand standards and company policy
- Aided in rebranding marketing collateral, including flyers, brochures, guides, print ads, and web banners
- Created fun and engaging infographics for various marketing campaigns
- Designed desktop and mobile pages for the company's new Drupal-based site

Art Director

Definition eMagazine, Hayward CA

January 2014 to April 2015

- Established the magazine's visual character and layout
- Reviewed article layouts for creativity as well as brand consistency
- Managed digital production and distribution as well as researching viable outlets for the magazine
- Drove growth in readership through social media and marketing campaigns

Graphic Designer

Soraa, Newark CA

April 2014 to June 2014

- Planned the graphics, physical interaction, and flow of traffic for technical tradeshow
- Strengthened the existing branding standards and creating new sub-brand logos
- Developed graphics for flyers, brochures, and general marketing materials

Lead Graphic Designer

Pandigital Inc., Dublin CA

April 2008 to May 2012

- Spearheaded company's rebranding strategy that helped the company grow from 5,000 to 33,000 store fronts
- Led creatives from marketing, packaging, and product development departments,
- Reduced packaging design lead times by more than 50%
- Developed visual designs for all marketing needs, including print ads, web, email, and presentations

Education **The Art Institute of California – San Francisco**

Bachelor of Science in Graphic Design, March 2008

California State University – East Bay

Bachelor of Art in Studio Arts, December 2004