

JOCELYN JIMENEZ

Graphic Designer & Illustrator ●



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Experience

- **Rares**
January 2022 - May 2023
Graphic Designer and Video Editor
 - Assisted with the product designer to improve app design and user interaction
 - Strategized monthly content calendars, highlighting historical moments in sneaker culture, and teaching financial literacy.
 - Individually brainstormed, organized, scripted, sourced, and edited over 150 posts
 - Managed daily engagement and interaction across four social media platforms
 - Worked with head of marketing, and sneaker authenticators, designing social media ads to announce new app features

Awards

- **LA Plaza de Cultura y Artes Eastside Arts Initiative**
June 2021: Artist Relief Fund
 - Recipient of a grant to support individual artists serving or residing in Eastern Los Angeles County who have been impacted by the COVID-19 pandemic
- **Arcadia University**
2016 - 2020: Merit Achievements Award
 - A merit-based renewable scholarship that recognizes students with their basis of their involvement in school activities, community service and volunteer work or other notable achievements

Skills & Software

- - After Effects
 - Photoshop
 - Illustrator
 - InDesign
 - Microsoft Office
 - Canva
 - Sketch
 - Invision
- - Motion Animation
 - Brand Identity
 - Illustration
 - Video Editing
 - UI/UX
 - Social Media Management
 - Customer Service

- **House of Aama**
December 2020 - January 2022
Graphic Designer and Illustrator
 - Developed creative assets both traditionally and digitally, such as textile patterns, to Instagram reels all to enhance the brand's visual identity
 - Spearheaded packaging design for two fashion collections
 - Designed brochures, presentations, and catalogs, that were presented in New York Fashion Week and the Council of Fashion Designers of America
- **Neiman Marcus**
December 2020 - April 2021
Service Ambassador/ Shopper's Assistant
 - Met with store managers to ensure sale goals, by promoting client rewards
 - Assisted Personal Shoppers in the shoe department to strengthen client relationships while accelerating sales growth

Exhibits & Involvement

- **California Arts Council**
December 2021: Grant Panelist

Open Walls
October 2020: Living Rooms In Between Realms
- **South Gate Parks and Recreation**
October 2020: Artful Distancing Program

Arcadia University
December 2019: Sculpture Gallery Exhibition

Education

- **Arcadia University**
Aug 2016 - May 2020
BFA in Graphic Design
 - Cum Laude