

Jackeline Tejada

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SUMMARY

Experienced graphic designer with a strong focus on multimedia and AI driven design solutions. Utilizes creative and technical skills to enhance brand engagement and digital storytelling.

SKILL HIGHLIGHTS

- Expert level designer in **Adobe Suite CC6BETA, Photoshop, Illustrator, and InDesign.**
- Proficient in **AI concepts** on **Generative AI, Machine Learning.**
- Familiar with AI tools: **MidJourney, Runway, ChatGPT, Bing, Grok2, and Sora.**
- Basic proficient in **HTML/CSS, After Effects, Premiere Pro, UX/UI Figma, Adobe XD, Firefly, and Media Encoder.**
- Experienced with **Microsoft Excel, Canva, PowerPoint, QuarkXPress, Google Docs, TEAMS, and Monday.**
- Skilled collaborator with expertise in **digital marketing, communication, and team management.**
- Strong in deadline management, **active listening, and multitasking.**
- Bilingual: Fluent in **English and Spanish.**

CERTIFICATES

NYU- **Audio & Visual Effects Certification.**

GOOGLE- **UX/UI Design Foundations.**

COURSERA AI- **Machine Learning Specialization.**

WILLIAMS LEA | Senior Graphic Designer | 05/2025 – 08/2025 | New York, NY

Role ended due to temporary layoff resulting from market conditions.

- Designed and produced high-quality **digital and print collateral** for **VIP financial sector clients**, including **presentations, marketing materials, infographics, and campaign assets.**
- Created and customized **PowerPoint presentations, templates, and visual elements** to support marketing and corporate communications.
- Utilized **Adobe Illustrator, Photoshop, and PowerPoint** to develop **graphics, perform photo retouching**, and prepare **brand-compliant visual content.**
- Translated client-provided **sketches, creative briefs, and concepts** into visually compelling **infographics** and presentation-ready materials.
- Collaborated with **art directors, project managers, and clients** to ensure creative outputs aligned with **brand guidelines** and business objectives.
- Participated in **feedback and review meetings with clients**, refining deliverables to meet specific needs and expectations.
- Maintained a high standard of **brand consistency** while introducing creative enhancements to improve visual impact.
- Delivered all projects within **tight deadlines** while managing multiple concurrent requests.

TELEVISA UNIVISION | Associate Graphic Designer | 02/ 2021 –01/2025 | New York, NY

Role ended due to company re-structuring

- Specializing in **streaming and multimedia design**, with expertise in **VOD, SVOD, AVOD, OTT, and OOH advertising.**
- Designed high-impact **digital campaigns** for **buses, subway stations, and Times Square billboards.**
- Created **GIF animations** for **digital advertising** in **Times Square** and other **digital screens.**
- Managed urgent tasks and **campaigns**, ensuring execution across linear, **digital**, and **social platforms.**
- Utilized **Photoshop and Illustrator** to create and enhance **logos, marketing materials, and digital ads.**
- Contributed to the successful **launch of VIX**, selected as part of the core design team to develop and execute creative strategies for the new **streaming service.**
- Developed **PowerPoint presentations** for **brand identity** and corporate proposals for clients and stakeholders.
- Worked closely with **clients, agency studios, and cross-functional teams**, offering creative direction and problem solving expertise to enhance project results.
- Managed projects using **MS Excel & Office 365**, tracking client requests and completed assets.
- Acted as **lead designer** during supervisor absences, maintaining **workflow efficiency** and swiftly **resolving challenges.**

PARAMOUNT | Freelance Production Designer | 09/2020 – 01/2021 | New York, NY

Role ended due to end of contract.

- Edited real-time images for the **MTV Music & TV Awards 2020** to deliver high-quality visuals during **live coverage**.
- Produced marketing assets for brands including **MTV, BET, Paramount+, Comedy Central, VH1, and Nickelodeon**.
- Utilized **Photoshop, Illustrator for photo enhancements** and asset optimization for **digital and print media**.
- Created **digital banners, posters, and promotional materials** for social and **streaming platforms campaigns**.
- Managed **multiple priority projects** with efficiency, ensuring quality under **tight deadlines**.
- Designed **PowerPoint presentations** for **branding proposals** and **internal marketing strategies**.
- Used **Adobe After Effects** to create **motion graphics** and **animated assets** for **digital advertising**.
- Worked with **production** and **design teams** to ensure creative consistency across **broadcast, digital, and social**.

MARVEL ENTERTAINMENT | Digital Compositor Designer | 06/2016 – 01/2021 | New York, NY

Role ended due to COVID-19.

- Optimized **digital comics** for **Marvel** and **Marvel Unlimited**, ensuring **brand consistency across licensed titles**.
- Refined **typography, speech bubbles, and recap pages** for clarity within intricate illustrations.
- Executed rapid retouching and **layout adjustments**, surpassing expectations and meeting publishing deadlines.
- Used **Photoshop, Illustrator, InDesign** and **Kindle Book Creator** to enhance **book designs, fonts, and layouts**.
- Managed **multi-format assets** for **print and digital**, ensuring high-quality outputs across platforms.
- Collaborated with partners like **Barnes & Noble, and Amazon Kindle**, to guarantee books met quality standards before delivery.

ACCOMPLISHMENTS

UNIVISION Project Success- Delivered 128,412+ assets with excellence, plus 8,804 for key special campaigns.

UNIVISION VIX / VIX+ Launch OTT Campaign- Designed billboard featured in Times Square.

PARAMOUNT Election Billboard Design- Designed billboard was showcased in Times Square.

EDUCATION

UNIVERSITY OF DENVER- Master's in Marketing Communication

NEW YORK CITY COLLEGE OF TECHNOLOGY- Bachelor in ADB/Communication Design.