

CLARESSA JAEN

Graphic Designer + Brand Strategist + Photographer
951-310-1802 // cjaen@victoryphotodesign.com

EDUCATION | Art Institute of California, Orange County, CA, B.A. in Graphic Design, June 2006

RELEVANT EXPERIENCE

UC Riverside // Graphic / New Media Designer, Riverside, CA, April 2017 – Current

- Creating and uploading electronic recruitment messages and html email graphics using various 3rd party tools including but not limited to Benchmark and Recruiter. Using expert graphic/web design skills to produce print and create electronic marketing messages and designs that will encourage prospective and current students to utilize the services and resources available in Student Affairs. Articulating and organizing documentation processes and preparation for education and instruction documentation reference materials that can be used by others. Managing, tracking, and reporting performance so as to focus energy on the most effective strategies to successfully deploy e-Learning tutorials and deliver visual campaigns to maximize enrollment.

Independent Graphic Designer + Brand Strategist August 2013 – Current

- Conceptualizing and creating print, web, social media and email collateral for brands such as JT Racing, Sun Apparel and Rey Swimwear and Honda.

Freelance Photographer // March 2009 – Current

- Photographing and editing of families, weddings, corporate events, travel, etc...

Free Wheelchair Mission // Graphic Designer, Irvine, CA, May 2010 – August 2013

- Re-created a brand with updated brochures, business cards, fundraising materials, books, videos etc...
- Develop strategies and tools for development officers to connect donors to the impact of their dollars.
- Use powerful photography, video, design and communication skills to create web, email and print campaigns, social media outreach, direct mail packages.
- Create and managed fundraising campaigns and strategies.
- Design all print, web, email and video collateral packages.
- Manage brand and marketing strategies.
- Manage print and online communications, content and presence.
- Manage and produced social media content.
- Create videos for online streaming and social media outreach.
- Create eNewsletters and email layouts.

Blue Skies Cinema // Co-Owner, Operator & Cinematographer, March 2008 – May 2010

- Develop and maintain relationships with clientele for this award winning video production company. HD filming and editing of high-end, multi-camera events including celebrity weddings, corporate events and fashion shoots for high-end businesses including Mike Colon Photography and the John McMonigle Real Estate Group.
- Run wireless sound operation, monitoring and editing.
- Created brand and identity including all printed and promotional materials.
- Created magazine layouts featured in high-end magazines, marketing pages, web direction, DVDs and promotional DVD packaging.

Calvary Chapel Corona // Graphic Designer, January 2005 – January 2010

- Develop branding and identity of in-house and outsourced publication of all print collateral.
- Create promotional pieces and signage for inner church international and citywide ministries.
- Create print collateral for large events including multi-page documents and apparel design.

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RELEVANT EXPERIENCE *continued*

Vision Photo Design // *Graphic Designer, February 2007 – January 2008*

- *Develop branding, corporate identity and print collateral for multiple small business, medical equipment companies and non-profit organizations.*
- *Made illustrations, magazine layouts, POP and large format designs.*
- *Work with photographs through cropping, color correction, editing and highly detailed masking for products such as BMX bikes and Copan Innovation medical machinery.*