

CLARESSA JAEN

Graphic Designer + Brand Strategist + Photographer
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EDUCATION | Art Institute of California, Orange County, CA, B.A. in Graphic Design, June 2006

RELEVANT EXPERIENCE

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.

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.