



JENNIFERBAFARO

ART DIRECTOR

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EXPERTISE

BRANDING

VISUAL MERCHANDISING

ART DIRECTION

MOTION GRAPHICS

DIGITAL ADVERTISING

OUTDOOR ADVERTISING

UI/UX DESIGN

PACKAGING

SOFTWARE SKILLS

ILLUSTRATOR



PHOTOSHOP



INDESIGN



AFTER EFFECTS



XD



EXPERIENCE

Joybird, Commerce, CA

Senior Graphic Designer - Contract (2020 - Present)

- Manage and develop brand style guide for Joybird
- Established consistent look & feel for all creative channels

Freelance

Art Director (2017 - Present)

- Developed "Striking Lashes" mascara packaging for NYX, and designed an advertisement to promote the new product
- Designed "Majestic" eyeshadow palette series for Icing cosmetics
- Provided art direction and created social media posts, mobile splash, and landing pages to promote Cindy Crawford's skincare line Meaningful Beauty including Cindy's Essentials 5-Piece Kit
- Designed branding and packaging for Vintage Leaf's matcha green tea
- Developed user-friendly mobile app for The Hampton Social restaurant
- Animated cover art, designed apparel, stage visual, and brand logo for indie pop artist Emm

Mattel, El Segundo, CA

Senior Graphic Designer (1/17 - 1/18)

- Designed in-store signage and POP displays for Mattel's core brands (Barbie, Hot Wheels, & Fisher-Price) & licensors (Disney & Warner Bros.) for major retailers including Target, Toys "R" Us, and Walmart
- Obtained knowledge of 3D software Maya to generate endcap, in-aisle, and low gondola renderings for presentation purposes
- Developed creative solutions for various signage while keeping consumer insights in mind to drive sales and create an exceptional retail experience

Kmart, Hoffman Estates, IL

Graphic Designer (2/13 - 12/16)

- Collaborated with team to research & design Kmart's rebranding
- Created concepts & designed holiday and integrated retail style guides for the channels: circular, signage, kmart.com, & social media
- Art directed photo shoots and the agency's design work

Clear Channel Outdoor, Chicago, IL

Graphic Designer (4/10 - 2/13)

- Developed concepts & designs for outdoor advertising
- Created digital billboards including dynamic content
- Communicated, presented, and worked with national & local clients



EDUCATION

Bachelor of Science in Multimedia

Bradley University, Peoria, IL

Major: Multimedia, Graduation date: May 2005

Minor: Graphic Design; GPA: 3.65/4.0, Major GPA: 3.8/4.0