



JENNIFERBAFARO

ART DIRECTOR

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EXPERTISE

PACKAGING

BRANDING

ART DIRECTION

360 AD CAMPAIGNS

VISUAL MERCHANDISING

MOTION GRAPHICS

3D MODELING

UI/UX DESIGN

SOFTWARE SKILLS

ILLUSTRATOR



PHOTOSHOP



INDESIGN



AFTER EFFECTS



BLENDER



EXPERIENCE

Valyōu, Los Angeles, CA

Art Director (7/21 - Present)

- Manage and develop guidelines to establish a memorable, recognizable, and relatable brand that will drive awareness and leverage sales.
- Lead and inspire the Brand Team (including graphic designers, motion graphic designers, CRM, and copywriters), fostering a collaborative environment that encourages innovative thinking and high-quality design execution to develop strategic brand initiatives, in-store & online experiences, and all marketing materials.
- Develop concepts and provide art direction for successful brand, product, holiday, and social campaigns across all creative deliverables consisting of marketing emails, website, social media, paid ads, OOH, video, and retail.
- Collaborate cross-functionally with executive team members to ensure all creative touchpoints align with brand guidelines and marketing strategies.

Freelance

Art Director (2017 - Present)

- Provide art direction and execute creative concepts for clients, including NYX Cosmetics, The Icing, KANHA, GUESS, The Hampton Social, UMG artist, with a focus on CPG.
- Develop branding, packaging, 360 campaigns, motion graphics, 3D modeling, UI/UX, and graphic merch that align with key marketing goals & current market/social trends to increase revenue.

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 renderings of in-store signage displays 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.

EDUCATION

Bachelor of Science in Multimedia

Bradley University, Peoria, IL

Major: Multimedia, Minor: Graphic Design

GPA: 3.65/4.0, Major GPA: 3.8/4.0