

# Jackeline Tejada

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## OBJECTIVE

Passionate graphic designer with a strong focus on multimedia and AI-driven design solutions, seeking to leverage my creative and technical skills to enhance brand engagement and digital storytelling.

## SKILL HIGHLIGHTS

- Expert level designer in Adobe Suite CC6-BETA, Photoshop, Illustrator, and InDesign.
  - Proficient in AI concepts on Generative AI, Machine Learning.
  - Familiar with AI tools: MidJourney, Runway, ChatGPT, Bing, Grok2, and Sora.
  - Proficient in After Effects, Premiere Pro, UX/UI Figma, Adobe XD, Firefly, and Media Encoder.
  - Experienced with Microsoft Excel, Canva, PowerPoint, QuarkXPress, Google Docs, Teams, Monday, and Slack.
  - 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.
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## EXPERIENCE

### **TELEVISA UNIVISION-** New York — Associate Graphic Designer — 02/ 2021—2025

- Experienced designer in streaming and multimedia, specializing in VOD, SVOD, AVOD, OTT, and OOH.
- Proficient in managing workflows from emergencies and independently projects from inception to completion, with expertise in content production for linear, digital, and emerging social platforms.
- Collaborated to launch the new streaming service VIX and was selected to be part of the VIX team.
- Worked as a lead designer handling different projects, assisting the team with creative input.

### **DOMUMGYM-** Remote — UX/UI Junior Designer Intern — 04/2023—08/2023

- Designed and developed user interfaces for DomumGym, focusing on user needs and business goals.
- Collaborated with cross-functional teams to align design solutions with product strategy.
- Created and maintained design documents, including style guides and workflows.
- Participated in user research and testing to validate design solutions.
- Assisted in social media campaigns and utilized AI technology to enhance marketing and UX designs.
- Used Figma for UX/UI design and prototyping.

### **MARVEL ENTERTAINMENT-** New York — Digital Compositor — 06/2016—01/2021

- Enhanced the digital compositions of Marvel and Marvel Unlimited comics.
- Worked on comics, retouching bubbles, lettering, recap pages, illustration and optimizing text readability. Consistently outperformed all deadline requirements.

### **PARAMOUNT** - New York — Freelance Production Designer — 9/9/2020—1/01/2021

- Created and connected TV assets for the ViacomCBS platforms for multiple brands such as; MTV, BET, Paramount+, Comedy Central, VH1, Nick, CMT and TVL.
- Successfully collaborated in real time image editing of the MTV Music & TV Awards 2020 & MATVA 2020 Backstage Photo Gallery Additions.
- Consistently outperformed all deadline requirements.

## **ACCOMPLISHMENTS**

### **UNIVISION- PROJECT SUCCESS**

-Delivered 128,412+ assets with excellence, including 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**

-Degree: Master's in Marketing Communication.

### **NEW YORK CITY COLLEGE OF TECHNOLOGY**

-Degree: ADB/Communication Design.

## **CERTIFICATES**

**NYU** -Certificate in Audio and Visual Effects.

**GOOGLE** -UX/UI Design Foundations

**COURSERA AI** -Machine Learning Specialization.