

JANINE M RHODES

CREATIVE AND VISUAL GRAPHIC DESIGNER

Graphic Designer with 15+ years of beauty/fashion industry brand and corporate experience contributing to the creation and dissemination of engaging visual designs and product offerings for leading luxury brands. Career history of thinking creatively and strategically, while collaborating directly with marketing and creative teams throughout all phases of creative projects reaching consumers worldwide through various marketing channels. Adept at designing visually appealing marketing content specializing in digital and print design, including campaigns, social media content, in-store visuals, packaging, newsletters, web pages, infographics and presentations, educational learning materials, and logos, sparking brand recognition, audience engagement and customer retention.

AREAS OF EXPERTISE

Logo Design
UI/UX Design Planning
Project Management
Presentation Design
Concept Development
Print & Textile Design
Marketing Initiatives
Typography Design
Brand Messaging
Social Media
Retouching
Basic HTML/CSS Knowledge

TECHNICAL SKILLS

Proficient in Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, InDesign, After Effects, Dreamweaver, XD), Keynote, QuickBooks, Google Analytics, Wordpress, Elementor, Shopify, Squarespace, Figma, Sketch, Articulate 360, Social Media platforms (Twitter, Facebook, Instagram, LinkedIn, TikTok), Project Management (Asana, Wrike, Monday.com), Sharepoint

EDUCATION AND TRAINING

CALIFORNIA STATE UNIVERSITY LONG BEACH

Long Beach, CA

Bachelor's Degree – Fashion Design & Textiles
May 2007

Completed coursework in Fashion Design, Quality Control and Merchandising Processes.

FASHION INSTITUTE OF TECHNOLOGY

New York, NY

May 2015

Completed advanced coursework in Quick Sketch

CONTACT INFO

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PROFESSIONAL EXPERIENCE

THE ESTÉE LAUDER COMPANIES

Assistant Manager, Designer
Global Communications Creative

New York, NY

Jan 2020 - Present

- Partnering with functions to deliver engaging visual content for internal and external activations and campaigns, such as Black History Month and the Breast Cancer Campaign
- Concept, develop, and execute marketing and PR initiatives, website deliverables, digital ads, social media channel comms, on-site events, and campaigns
- Responsible for designing logos, presentations, advertisements, banners, social media content, for internal and external use
- Strategizing and designing brand content, style guides and brand identities for various functions ensuring brand identity aligns with color, typography, and imagery
- Retouching, color correcting and manipulating product shots, headshots, and more for internal and external use

Design Coordinator

Enterprise Marketing & Data

Jan 2018 - Jan 2020

- Working with all global functions and brands to create, adhere to, and improve brand aesthetic used across creative concepts, layout, type, and imagery
- Overseeing and managing multiple projects including designing emails, look books, presentations, invitations, banners, logos, and all other print/digital collateral and retouching images post-production.
- Coordinating and prepping files for production and packaging assets
- Researching current beauty/fashion design trends and coming up with out of the box ideas to maintain and elevate brand aesthetic across all touch points in both domestic and global markets
- Collaborating with cross functional departments to strategize solutions for successful projects
- Retouching and color balancing on key images visuals used across various domestic and global platforms

Coordinator

Global Consumer Insights and Consumer Care

Sept. 2016 – Jan 2018

- Streamlining operational processes for various function, working directly with UI/UX designers to create entirely new user interface in first eight months of tenure.
- Worked closely with in house creative department for corporate in a hybrid capacity designing across multiple platforms creating content for various global functions.

CYNTHIA ROSE

Graphic Designer & Production Manager

New York, NY

Oct. 2012 - Sept. 2016

- Created seasonal lines featuring embroidery, custom textiles and beadwork, with products achieving nationwide distribution through expansive network of stylists, trunk shows and personal shoppers.
- Design and developed seasonal campaigns, look books and promotional materials for trunk shows, website and social media campaigns, working directly with teams of stylists, artists and photographers to ensure adherence to brand image.
- Art directing in-house photo shoot production including hiring photographers, renting equipment, casting models, hiring makeup and hair stylists. Conducted post production photo editing, culling, and retouching.

ADDITIONAL EXPERIENCE

JMR GRAPHIC DESIGN

Freelance Design

New York, NY

Oct. 2018 - Present

- Provide design services to fashion, beauty, finance, and tech industries.
- Website design & development, banner design, look books, digital and print invitations, wedding invitations, logo design & development, presentation design, video editing, photo retouching
- Clients: Cuts Clothing, Summit and Terrace, Asche Industries, Starheal Astrology, Performance ReNEW, Ruby