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GJERYL FAJARDO
visual designer

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EDUCATION

UNIVERSITY OF WASHINGTON
May 2022 - September 2022
Certificate in
UX & Visual Interface Design

OREGON STATE UNIVERSITY
2010 - 2015
BFA in Graphic Design
Merchandising Management

PARSONS SCHOOL OF DESIGN X TEEN VOGUE
2016 - 2017
Fashion Industry Essentials

COMPETENCIES

Photo and Art Direction /
Typography / Layouts / Branding
Technical Flats / Trend Analysis
Social Media / Product Styling
Digital Photography /
Multichannel Campaign Creation

PROGRAMS

Photoshop / Illustrator
InDesign / After Effects
Lightroom / Final Cut Pro
MailChimp / Magento / Sketch
Builder.io / Figma / XD

SOCIAL

INSTAGRAM
@gjeryl

EXPERIENCE

AMAZON FASHION AND FITNESS
Senior Graphic Designer | August 2022 - present

- Partnering with marketing teams in redesigning and maintaining digital landing pages with refreshed layouts and visuals to support and reinforce business objectives

- Designs strongly branded promotional graphics and optimizes digital images for web
- Manipulates assets and elements to produce a high-quality representation of the desired pages
- Collaborates with Art Directors to create campaign concepts for new products and services
- Serves as a liaison between the design and retail category business teams

REALSELF
Senior Graphic Designer | June 2019 - August 2022

- Works within company branding guidelines to implement design strategies and best practices for producing assets for print and web
- Supports Creative Director on all projects from concept to post-production, including but not limited to web design, social media and communication pieces, casting, in-store signage, on-set art direction, and retouching mark-ups
- Assists in the development of graphic directions and assets for campaign collateral and partners with the Product Development Team by creating and updating product

ZULILY
Graphic Designer I | December 2016 - June 2019

- Collaborates with art directors, stylists, photographers and copywriters to design marketing campaigns for high profile events for zulily's website and mobile platforms
- Uses Photoshop/Illustrator to enhance imagery and achieve visual effects, manipulating or adding objects and providing unique layouts