



Janisha Ocaña

Designer of many colors! • Janishacolors@gmail.com • www.Janishacolors.com

Education

University of North Florida

BFA With a Concentration in Graphic Design & Digital Media

Design Experience

Multidisciplinary Designer

Janishacolors March 2019-Present

- **Youniverse-** Managed all aspects of published Webcomic series, including illustration, storytelling, and marketing, resulting in a dedicated fan-base with over 12,000 views .
- **University of North Florida-** Designed assets and ensured the accuracy of print-work for the marketing department.
- **LifeQuest Organ Recovery Services-** Directed 3 creatives to generate storyboards & illustrations for a motion graphic about organ donation,resulting in 4 successful campaigns with over 8000 views.
- **Sutherland Skates LLC-** Established brand guidelines for a skate instruction brand with the purpose of enhancing the visibility of its services and merchandise.
- **J.Angelina Aesthetics LLC-** Developed a fresh logo and typographic resources for a beauty boutique advertisement. Additionally, performed revisions on the commercial to enhance product promotion of services.

Project Experience

User Experiecne Designer

DeviantArt Jan 2022- Aug 2023

- Conducted 200 customer interviews & analyzed 500 user feedbacks to identify key areas of improvement for website redesign, increasing usability by 30%.

Work Experience

Paraprofessional

Duval County Public Schools, August 2013- May 2019

- Coordinating with administrators and other staff members to create an environment focused on meeting students' academic and behavioral needs.

Design Skills

Project Management
Print Production
Web Design
User Research
Publication
Product Promotion
Data Analytics
Branding Consultation
Illustration
Sequential Art

Software

Illustrator
Figma
Sketch
Webflow
Photoshop
Indesign
After Effects
Unity

Applications

Adobe Suite
Mac OS
Microsoft Office
Window OS
MS Teams

Languages

American Sign
Language
Japanese

Favorite Game

Splatoon