

JASMINE CRISOSTOMO

Graphic Designer & UX/UI Designer

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EXPERIENCE

Graphic Designer

Freelance

May 2023 — Aug 2023

- Developed impactful logos for diverse clients, such as the cosmetic company Diamond Reign and charity organizations like Keys R Us, by translating their concepts into visually appealing designs.
- Enhanced existing logos to align with brand identity and aesthetic preferences, providing expert advice on color schemes, typography, and overall brand style.

Photographer/Multimedia Designer

The Walt Disney Company

May 2022 — Jan 2023

- Implemented various aspects of editing photography, including adjusting exposure, fine-tuning highlights and shadows, balancing brightness, enhancing contrast, and incorporating special effects into images to achieve desired visual aesthetics.
- Managed the printing and packaging process for photographs, employing keen attention to detail to guarantee the final products maintained consistency in color accuracy and image quality.

Graphic Designer

University Recreation & Wellness

Jul 2021 - Jul 2022

- Crafted a variety of captivating designs for marketing campaigns such as Active Terps Live Well, Theme Cycle 2022, and Wellness Dimensions, encompassing print materials, multimedia collateral, and digital assets.
- Ideated and produced original Instagram and digital signage animations, successfully increasing user engagement by 15% and driving forward business development.

Graphic Design Intern

University of Maryland

Jul 2019 - Jul 2021

- Designed the visual identity for the Pitch Dingman campaign, developing apparel, instagram posts, and flyers that led to a remarkable 150% increase in registration conversions.
- Collaborated with cross-functional teams to develop the DOTS 2020 annual report, focusing on a user-friendly layout that ensured easy readability for an audience of 50K+.

EDUCATION

BA Studio Art/Graphic Design

University of Maryland

Aug 2019 — Aug 2021

Strategic Design Fellowship

University of Maryland

Aug 2020 — Dec 2020

AAS Art General Studies

College of Southern Maryland

Aug 2018 — Jul 2019

CERTIFICATES

UX/UI for Gaming

ELVTR

Oct 2023 — Feb 2024

Design with AI

ADPList

Aug 2023

UI/UX Design Specialization

CalArts via Coursera

Sep 2019 — Apr 2020

Graphic Design

College of Southern Maryland

Aug 2018 — Jul 2019

SKILLS

Creative Design, Branding, Visual Conceptualization, Print Design, Collaboration, Project Management, Digital Production, Problem-solving

TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Figma, Keynote, Google Suite, Microsoft Office Suite