



Jessica Lynne Cabrera

JESCABRERA.DESIGN@GMAIL.COM

631.678.7642

1226 GLADSTONE DRIVE
DELTONA, FLORIDA 32725

JESCABRERA-DESIGN.COM

EDUCATION

B.A. New Media Design
Minor: Computer Applications
SUNY COLLEGE AT CORTLAND • DEC 2009

SKILLS

-  Adobe Illustrator
EXPERT
-  Adobe Photoshop
EXPERT
-  Adobe InDesign
ADVANCED
-  Adobe Premiere Pro
EXPERIENCED
-  Microsoft Office
EXPERT

- Package Design
- Marketing Design
- Identity Design
- Event Stationary Design
- Production Art
- Excellent interpersonal skills with the ability to interact with a diverse population.
- Motivated, hardworking and dependable with excellent attention to detail.
- Strong computer skills on both a Mac and PC platform.

EMPLOYMENT

Brand Packaging Manager • Sparrow Innovations

MARCH 2018-PRESENT • SANFORD, FL

Created and proofed packaging for private label craft store brands for retailers such as Michaels, Hobby Lobby and Jo-Ann Fabric. Developed new craft industry products (glitter, kids crafts and miniatures) and packaging for Sparrow and Sulyn/Advantus. Tracked packaging and liaised with factories and brands for large seasonal programs.

Graphic Designer • Product Quest Manufacturing

MARCH 2017-MARCH 2018 • DAYTONA BEACH, FL

Created and proofed artwork for private label drug store brand skincare, sun care and first aid items. Worked on packaging for retailers such as CVS, Walgreens and Rite Aid following style guides to maintain brand standards. Shot product photography for sales sheets and presentations.

Graphic Designer • Perfumania Holdings

OCTOBER 2014-FEBRUARY 2017 • BELLPORT, NY

Had a hand in designing for 300+ Perfumania stores across the country as well as major retailers such as Kohls, Bealls, Sears and more. Shot and retouched product images for perfumania.com,groupon, hautelook and other online retailers. Worked with award-winning graphic artists on package designs for various celebrity and designer fragrances such as Paris Hilton, Bijan, Vicky Tiel and Tommy Bahama.

Image Management • Island Photo

MAY 2014-JULY 2014, APRIL 2016-JULY 2016 • PORT WASHINGTON, NY

Provided assistance for the busy graduation season cataloguing thousands of photos. Completed customer slideshows and Photoshop requests (photo retouching, color correcting, etc.)

Invitation Designer • Epicure Events & Design

SEPTEMBER 2014-APRIL 2016 • BOHEMIA, NY

Designed invitations, stationary, seating charts and signage for weddings, sweet 16s and baby showers. Assisted in planning and day-of coordination for weddings and events.

Production Artist • Lanco Corporation

SEPTEMBER 2010-OCTOBER 2014 • HAUPPAUGE, NY

Sized, adjusted and recreated artwork as needed for production use. Sent pre-production proofs to customers. Prepared film for screen-printing, pad prints and flexo, set up artwork for four-color process imprinting. Created line drawings of products for item templates. Created flyers for closeout items and contact sheets for sales representatives.

FREELANCE

Emerald Alternative Energy Solutions, Inc. • Ronald Gulmi
MONEY SAVINGS CALCULATOR/TRADESHOW SIGNAGE

Berries Marketing • Brian Landow
STATIONARY DESIGN (BUSINESS CARDS/FLYERS)

The Community House • Kate Omans
LOGO DESIGN

Perfumania Holdings • Erin Dengeles
HOLIDAY 2017 STORE CEILING GRAPHICS