



## **jenicacruz.com**

Seattle, Washington  
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206.913.9604

Jenica is an experienced multidisciplinary visual designer focusing on lively graphics that range from web design and branding to bespoke illustration and album art.

## **Skills**

Creative Suite  
Branding & Promotions  
Illustration  
Art Direction  
Design Team Leadership  
Motion Storyboarding  
Invision, Sketch, Axure

## **Volunteering**

2017–2021  
Rain City Rock Camp  
Media Lead and  
Workshop Instructor

2021  
Vera Project  
Graphic Design  
Workshop Instructor

## **Design Experience**

### **Committee for Children | Visual Designer II**

*February 2017–Present*

Over the last two years I've been leading the design production team for the new Second Step Digital Elementary product. Using rapid iteration on interdisciplinary teams, we developed web-player designs and supporting materials for 120 teacher-led lessons. Working with my design manager and project owner I developed style direction, coordinated illustrators, worked on video development, helped in user observations and production workflows. Prior to this project, I'd helped the web team, the Middle School program, as well as Marketing team.

### **PRR | Contract Visual Designer**

*March 2019–June 2019*

I assisted with the ideation and production of campaign materials for clients including Amtrak, Virginia Grand Driver, and WSDOT. From GIF ads to large-format maps, to logo sketches, I get to help with a little bit of everything.

### **8ninths | Visual Designer**

*March 2016–January 2017*

My projects at this startup spanned from art directing an augmented children's book to UI design for a state-wide educational coaching tool. Clients included Disney, Amazon, Raikes Foundation, School's Out Washington, and Microsoft. While my main duties revolved around visual expression, the creative approach extended deeply to how design works in virtual and augmented applications, particularly for enterprise solutions.

### **Sasquatch Books | Design Intern**

*February 2016–March 2016*

My short time interning on the admirable Sasquatch publishing team included designing varied materials: marketing collateral such as posters and postcards, catalog layout, Instagram, blog, Facebook, and web images. I also helped with book layouts, photoshoot direction, and photoshop adjustments for various spreads.

### **Starbucks Global Creative | Contract Promotions Designer**

*July 2014–February 2016*

My various roles included conceptualizing, creating hand-drawn type, illustration, and the layout of displays and promotional materials. I facilitated creative implementation and production of several campaigns—including Spring 2016, Powermat launch, Mobile Order & Pay, Veterans' Day, Barnes & Noble, Winter 2014, and web materials for the Spotify + Starbucks expression.

## **Education**

### **Bachelor of Arts, 2009** **Art Studio, Drawing**

Lewis & Clark College  
Portland, Oregon

### **Associate of Applied Science, 2014** **Graphic Design**

Seattle Central College  
Seattle, Washington