

JASMIN MORA

Art Director & Designer

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Hands-on and highly collaborative art director with a storytelling background. Passionate about traditional art fundamentals and bringing fresh, distinctive, effective creative to life.

WORK EXPERIENCE

Associate Art Director, Society6 Apr 2022 – Present

- Conceptualized and art directed seasonal campaigns and brand initiatives through photography, video, and graphic design.
- Work with marketing, product and merchandising teams to conceptualize and execute all design projects and creative requests ranging from digital marketing assets, website assets, email campaigns, direct mail, online advertising campaigns, and other ad hoc projects, as needed
- Lead and art directed all photography & video shoots, providing regular, active feedback on set
- Responsible for scouting all external talent needed for shoots including photographers, stylists, videographers, models, and more.
- Redesigned packaging for our B2B products featured in Target and World Market, as well as packaging for our D2C products.
- Spearheaded a rebrand initiative through marketing and updating our web platform which enhanced brand recognition in our target market.

Lead Graphic Designer, Society6 Sept 2009 – Mar 2022

- Responsible for designing digital and print assets including periodicals, seasonal catalogs, campaign identities, social media, email marketing, web assets, etc.
- Assisted in conceiving visual marketing campaigns and brand initiatives.
- Rebranded the “Society6 Artist Community” program, a branch of our brand that is specifically for communication and assistance to the independent artists on our platform.

Design Lead, Mendocino Farms 2015 – 2019

- Rebranded company’s visual brand from scratch.
- Solely responsible for conception and completion of all design projects involving art directing, branding, campaign identity, web design, marketing collateral, in-store signage, environment design, social media, emails, etc.
- Art directed photo shoots for campaigns and built library of new imagery.
- Managed print & production of all graphics for 20+ unit fast casual restaurant company.

Graphic Artist, Whole Foods Market (Northeast & Mid-Atlantic Regions) 2009 – 2015

- Worked on marketing team as the in-house artist, creating and designing signage for stores through hand drawn and computer-generated techniques.
- Responsible for promoting company literature, promotions, programs & events - including in-house print production.

EDUCATION

Bachelor of Fine Arts, Ringling College of Art & Design 2005 – 2009

- Studied illustration with a strong focus on storytelling, design, and ideation.

Illustration Academy 2008

- Taught one-on-one by some of the world’s most accomplished and best-known illustrators.

TECHNICAL Adobe Creative Suite • Figma • Procreate • Web & Digital Design • Print Design

EXPERTISE Art Direction & Concept • Visual Brand Identity • Marketing Design • Digital Illustration