



JACQUELINE DEL MONTE
graphic designer

jacquelinedelmonte.com
designxpert@icloud.com

ABOUT ME

I started my journey as a graphic designer in 1997 working in the print world. I quickly became friends with mylar and paste up as those were the two to know back then. Camera ready artwork was my first teacher in getting to know the print process. The basic software-Photoshop, Quark and Freehand-were self taught. At least the basics were anyway. Realizing after a couple of years how lucky I was to have found what I loved and wanted to do as a career. Needless to say, off to school I went. School and work. Work and school. Doing both simultaneously allowed me to gain real world experience along with perfecting the tools I needed to succeed.

Because I come from print, layout along with typography has played a major factor in my design which I have been able to carry over into the web world. I have often said "I think type should dance on a page." It is now 16 years later from when I began and I tell myself how lucky I am to have found what I love to do so early on in life.

EXPERIENCE

Freelance 2014
Graphic Designer

- Website design
- Trade show banners along with promotional pieces
- Logo Design, Branding, Collateral
- T-shirt Design

Outlook Amusements – Burbank, Ca 2011-2013
Graphic Designer

- Responsible for the new design of catalogue which had a direct impact of increasing revenue over 20k for the month of January
- Managed images for the daily newsletter (finding, resizing and posting)
- Photography for product images, profile pictures and lifestyle pictures
- Coordinated photo shoots with management
- Redesigned CRM email which generated more revenue than the original design for Thanksgiving weekend
- Design of landing pages
- Managed monthly design for CRM
- Retouching of photographs
- Introduced the use of InCopy and InDesign for faster, more efficient production of the catalogue
- Created online ads

Disney – Glendale & Pasadena, Ca 2010-2011
Graphic Designer - Freelance

- Create graphic solutions for home page, banners, email graphics, buttons and online graphics for the launch of Marvel Store in February and for Disneystore.com

EXPERIENCE

United Online – Woodland Hills, Ca 2007-2009

Graphic Designer

- Established division branding and enforced corporate graphic standards for the Media Group division while adhering to site marketing graphic standards by ensuring brand consistency in all design materials and developing corporate ID as needed including business cards, stationery, folders, email signatures, etc.
- Managed design projects and established prioritization to meet business needs.
- Maintained consistency in design from basic concepts to completed design solutions to ensure brand integrity.
- Created a wide range of marketing design programs including corporate identity development, advertising, collateral, sales presentations, newsletters, web pages, direct mail and more in support of business goals.
- Generated marketing materials to support the UOL Media Group such as trade print ads, direct marketing materials and the Online Media Kit.
- Supported sales team by creating accurate & timely execution of mock-ups, sales presentations, sales sheets and other tools to aid the sales force in achieving their revenue goals.
- Designed sponsorship & event support through the execution of marketing and sales materials for all UOLMG events & sponsorships
- Managed multiple, concurrent projects in different stages

Streamcast – Woodland Hills, Ca 2007-2008

Graphic Designer

- Designed and created User Interface components for the Morpheus P2P file sharing application which has been downloaded by over 172 millions users worldwide
- Worked directly for the Director of Technology on all design projects
- Worked with the Marketing/Sales team to identify the needs of advertisement clients and affiliate partners
- Worked with the Business Development team to design websites for newly developed beta software applications.
- Created PowerPoint slides that were used for presentations to potential clients and investors.

BK Line – Canyon Country, Ca 2004-2006

Graphic Designer

- Designed a 38 page product catalogue
- Designed template-page layouts
- Managed all incoming art files from clients and all proofs sent to clients
- Responsible for creating proper layouts for printing plates and for maintaining proper schedules so that all deadlines were met.
- Responsible for making final printing adjustments if needed on press to achieve desired result
- Managed multiple, concurrent projects in different stages

EDUCATION

UCLA Extension 2004
Certificate in Computer Graphics and
Graphic Design
Areas of emphasis included:
Corporate Identity, Advertising,
Typography, Desktop Publication,
Packaging Design, and Digital Imaging