

Belinda Jansen

Senior Graphic Designer



Contact

510.468.6195
BelindaJansen.com
BelindaJansen@gmail.com

Skills

Art direction
Brand development
Project management
Team development
Human-centered design
Typography
Color theory
Layout
Illustration
Web design
Story boarding

Software

Photoshop
Illustrator
InDesign
Acrobat
Sketch
Figma
Word
Excel
PowerPoint

Summary

Experienced designer with a proven ability to craft brand experiences that seamlessly bridge print and digital touch points, including:

- Marketing assets
- Mobile and web systems
- Email campaigns
- Digital media projects
- Environmental designs

Experience

Belinda Jansen Designs, Hayward, CA

January 2020 to present

June 2011 to July 2017

- Crafting new brand identities for retail products and professional services
- Developing style guides, templates, and graphics for print and digital marketing channels
- Collaborating with in-house marketing teams, entrepreneurs, and small-businesses owners
- Managing various projects to deliver assets within fast-paced deadlines while maintaining quality and brand constancy

Proteus Digital Health, Redwood City, CA

Senior Visual Designer | February 2019 to January 2020

Graphic Designer | July 2017 to February 2019

- Built and evolved corporate visual identity to reinforce brand values, helping grow end users by 245%
- Collaborated with marketing, medical, and c-suite teams to produce consistent and on-brand digital, print, and environmental designs
- Contributed to revamp of product UI by using human-centered design, resulting in a 235% increase in audience engagement
- Fostered agency and vendor relationships to ensure constancy and quality across materials
- Developed a cross-platform icon library with pixel-perfect accuracy

Robert Half, San Ramon, CA

Graphic Designer | August 2014 to November 2016

- Managed brand consistency across materials for international markets
- Created fun and engaging social media images, infographics, and icons for various marketing campaigns
- Mentored and provided creative feedback to junior graphic designers

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Definition Fitness, Hayward, CA

Art Director | January 2014 to April 2015

- Established magazine's visual character and layout
- Led team of designers, delegating projects and reviewing layouts to ensure brand consistency
- Managed digital production and distribution as well as finding viable outlets
- Drove growth in readership through social media and marketing campaigns

Soraa, Newark, CA

Graphic Designer | April 2014 to June 2014

- Planned graphics, physical interaction, and flow of traffic for an upcoming tradeshow
- Strengthened existing branding standards and created new product logos
- Developed graphics for flyers, brochures, and general marketing materials

Pandigital, Dublin, CA

Senior Graphic Designer | June 2008 to May 2012

Graphic Designer | April 2008 to June 2008

- Crafted brand strategy that helped company grow from 5,000 to 33,000 storefronts
- Guided junior designers and product designers, ensuring projects were on-time and conformed with brand guidelines
- Led design projects for marketing, web, tradeshow, and retail applications
- Instituted review process that helped reduce packaging design lead times by more than 50%
- Organized all marketing materials and product images into easily accessible libraries

Education

The Art Institute of California — San Francisco

Bachelor of Science in Graphic Design

California State University— East Bay

Bachelor of Art in Studio Arts