

YAJÁ

illustrator + designer

Education

Johnson & Wales University

Bachelor of Science in Graphic Design

3.89 GPA / Summa Cum Laude

Experience

Free Crib NYC (March 2020)

Graphic Designer

- Responsible for illustration, typography and other visual design concepts
- Provide design guidance and expertise to the brand in order to build a better identity

BVC Consulting (December 2019)

Freelance Graphic Designer

- Developed logo and stationary designs
- Created new design themes for marketing and collateral materials

Suhaana Bath & Body (July - November 2019)

Freelance Graphic Designer

- Developed full brand identity; Created logo, stationary, web and social media assets

Brandemix (April 2019)

Freelance Graphic Designer

- Developed logo concepts for employment engagement company known as "Achievee".
- Created multiple variations of a modern-style logo to fit the updated brand identity

Skills

Illustration



Brand Design



Graphic Design



Logo Design



Web Design



Software



Achievement(s) (2019)

- Published Nyesha & Phantom's Guide to Colors, a children's book on color theory for ages 3+.

Volunteer Work (2019)

- MLK Day of Service; Repainted a delivery food truck for food pantry in Brooklyn, NY.
- Anime NYC; Handled photo booth and event set-up for convention at the Jacob Javits Center.

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