

CONTACT

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jpasteldesign

JENNY

PASTEL

GRAPHIC DESIGNER / WEB DESIGNER / PROJECT MANAGER

PROFESSIONAL ACCOMPLISHMENTS

- 20+ years of experience in a highly collaborative, multidisciplinary environment to develop concepts for new products, package designs, merchandising, and marketing materials.
- Provided creative in-house expertise (offering creative ideas and inspiration).
- Possess an affinity for project management, live to meet deadlines and thrive in a fast-paced and challenging work environment.
- Excellent visual and conceptual problem-solving skills, including the ability to produce a variety of creative solutions for a given problem.

Work

MY PROFESSIONAL EXPERIENCES

Senior Graphic Designer

InSource Diagnostics, Monrovia / 2017-2019

- Executed new genetic brand: Firefly from concept to completion including branding, website, social media channels, side-project branding, presentations, and other promotional materials.
- Created and implemented a style guide for the use of a logo, fonts, and colors throughout the company.
- Responsible for all print buying including price negotiation, order placing, tracking, inventory management, and large print collateral.
- Conceptualize, design and develop graphics and visual content for website and online marketing initiatives.
- Design in-store presence through creative merchandising solutions such as displays and signage.

Senior Graphic Designer/Web UI Designer

Phenomenex, Torrance / 2003 - 2017

- Responsible for creative content and branding elements across all electronic, web and print materials for the growth of Phenomenex's premiere brands including Kinetex, Luna, Luna Omega, Lux and many more that total over \$100 million in revenue globally.
- Designed and created campaign boards deployed across print and digital media for over 41 brands that drove the successful launches and sustainment of all global new products at Phenomenex from 2005 to 2017 and meeting stringent deadlines.
- Participated in all phases of the packaging design process from conceptual, to strategic and tactical implementation.
- Provided creative in-house expertise (offering creative ideas and inspiration)
- Provided team leadership with the ability to complete projects with little support.
- Worked closely with other designers and engineers, challenging each other to drive better design work.
- Ability to operate independently and mentor entry-level designers and interns to cultivate their talent.
- Possess an affinity for project management, live to meet deadlines and thrive in a fast-paced and challenging work environment

Full design briefs including corporate website, president website, e-commerce website, flash animation, global product launch campaigns, product/service brochures, trade show posters, promotional fliers, business reply cards, and internal department and company events marketing collateral. Created and maintained a style and graphics guide throughout 2 companies: Phenomenex and Phenova. The number of projects I have worked pass years: 2017: 177 projects, 2016: 215 projects, and 2015: 190 projects.

Freelance: Graphic Designer / Web Designer / Photographer

- Completed projects from concept through completion, including brochures, flyers, packaging, website, photography, and meeting stringent deadlines.

Agena Bio, San Diego / 2017 - Current

Neoteryx, Torrance / 2015 - 2017

Accriva Diagnostics, San Diego / 2016-2017

Sweet Burger, San Francisco / 2015

Plushpod, Los Angeles / 2001-2014

Valley Girls Shoes, Los Angeles / 2001-2014

SVA USA, Inc., Los Angeles / 2000-2001

Awards & Achievement

COUNTLESS MULTI-MILLION DOLLAR GLOBAL B2B PRODUCT LAUNCHES IN 8+ LANGUAGES

Quarterly Marketing Piece

Phenomenex, Torrance / 2015 & 2016

Best Web Campaign

Phenomenex, Torrance / 2011

Most Innovative

Phenomenex, Torrance / 2007

REFERENCE UPON REQUEST