



# Jenny Perine

Graphic Designer

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## Experience

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### Lead Graphic Designer, *MoxieLash*

Remote | March 2020 - Present

Drive concept and execution across various branded materials including in-store displays, digital assets, ads, social assets, and packaging. Execute package design and prepare for final production. Provides leadership and art direction to the design team: Reviews the work of junior designers to give guidance and feedback. Works collaboratively with the marketing and product team.

### Senior Graphic Designer, *Papa & Barkley*

Pasadena, CA | June 2019 - January 2020

Developed and executed all print collateral, packaging, in-store signage, decks, ads, and digital assets. Laid out production files for print. Assisted and developed brand identity for seasonal campaigns and secondary brands in collaboration with the creative director.

### Freelance Graphic Designer, *N3 / Skindinavia Beauty*

Los Angeles, CA | March 2019 - June 2019

Developed and executed brand identity: logo, packaging, typography, and color palette. Created marketing material: digital ads, assets for Amazon's brand page, and renders.

### Graphic Designer, *Wet n Wild Beauty*

Los Angeles, CA | July 2017 - February 2019

Concept and development of primary/secondary packaging, product renderings, print/web collateral, retail displays, ads and marketing material. Creation and execution for limited edition collections and new product development.

### Freelance Designer, Los Angeles, CA

#### Vallarta Supermarkets Inc.

Burbank, CA | January 2017 - February 2019

Developed and designed marketing material: in-store signage, billboards, illustrations, layout design.

#### Chase Design Group

South Pasadena, CA | February 2017

Assisted with concept development in package and logo design for consumer packaged goods and entertainment: Nestle, The CW Network.

#### Maestro Restaurant

Pasadena, CA | August 2016

Developed identity design: logo, business cards, menu, color palette.

#### Kukka Flowers

Los Angeles, CA | August 2016 - December 2016

Developed and designed layout for online sales catalog.

### Junior Marketing Designer, *The Bouqs Company*

Venice Beach, CA | December 2014 - August 2016

Creation and execution of weekly marketing campaigns: emails, landing pages, display ads, print collateral. Developed branding: brand guidelines, packaging, iconography, graphic elements.

### Graphic Designer, *White Egret Vineyards & Winery*

San Diego, CA | August 2013

Developed identity design: logo, packaging, color palette, and typography.

## Education

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### Mt Sierra College

Monrovia, CA | 2010-2014

Bachelor of Arts (B.A), Media Arts & Design;  
Graphic Design Concentration

## Software & Languages

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Adobe CC: Photoshop, Illustrator, InDesign, Dimension and After Effects. Sketch, Sublime Text, HTML5, CSS3, Asana, Wrike, Jira, Basecamp, Keynote, PPT.