

JACLYN REYES

Sr. Graphic Designer

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ABOUT ME

I'm a creative problem solver and team leader with expertise in print, packaging, advertising, training materials, and experiential design. Passionate about collaboration, I strive to foster a supportive environment where teams can navigate the creative process together and produce impactful work. I'm also expanding my expertise in motion graphics and AI-driven content creation to stay at the forefront of design innovation.

SKILLS & EXPERTISE

- Brand Identity & Visual Strategy
- Digital & Print Design
- Packaging & Merchandising
- Typography & Layout
- Team & Project Management
- Adobe Creative Suite (Photoshop, Firefly, Illustrator, InDesign)
- Microsoft Office Suite (Outlook, Word, Excel, PowerPoint)
- Lifestyle & Product Photography Direction
- Midjourney/Runway

PROFESSIONAL EXPERIENCE

Sr. Graphic Designer – EGluck Corp. | 2021 – Present

I bring creative visions to life through branding, photography, and packaging design. Working alongside the Marketing and Product teams, I develop and execute impactful campaigns that resonate with both direct-to-consumer and B2B audiences. Partnering with the Art Director, I ensure brand consistency across all platforms. Additionally, I oversee the project management of lifestyle photography, ensuring high-quality visual storytelling. Alongside our lead photographer I am spearheading efforts to integrate AI into our product photography workflow, enhancing both efficiency and creative output.

Sr. Graphic Designer, Creative & Visual Merchandising Lead – Clarins Fragrance Group | 2015-2020

This role was instrumental in shaping my expertise as a designer, allowing me to lead highly visual projects and mentor a creative team. As an in-house designer, I supported the marketing, creative, and education teams with strategic designs that elevated the perception of the MUGLER and AZZARO fragrance brands. Leading the creative and visual merchandising team—including junior designers, interns, and external vendors—I ensured brand consistency and effectiveness across a wide range of projects. Led the development of in-store collateral and environmental designs for brand launches, collaborating with the Paris and U.S. Marketing Teams to create immersive brand experiences at events such as Beautycon NY & LA and the Ulta GM Conference.

Graphic Designer – Macy's Merchandising Group | 2008-2015

At Macy's, I executed in-store print collateral, signage, brand guides, and direct mail for private label brands such as Alfani, Bar III, Charter Club, Epic Threads, Hotel Collection, INC, and Style & Co. I maintained cohesive brand aesthetics across both digital and print platforms and implemented workflow strategies that improved efficiency and execution in collaboration with Art Directors, Senior Designers, and Copywriters.

EDUCATION + REFRESHERS

AI Animation with Runway Course – Skillshare

Advanced Adobe Creative Suite Training – Skillshare

Associates in Visual Communications – Sanford Brown (previously Katharine Gibbs)