

# JACLYN REYES

## Senior Designer | Art Direction | Experiential & Packaging

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### ABOUT ME

Multidisciplinary creative with 10+ years of experience spanning digital, print, packaging, and experiential design. Specializes in developing story-driven visuals that translate into cohesive, multi-platform experiences. Blends brand heritage with modern design thinking to create work that resonates on screen and in the physical world. Passionate about crafting visual narratives that spark connection and collaborating closely with cross-functional teams to bring brand stories to life.

### SKILLS & EXPERTISE

- Multichannel campaign design across packaging, print, digital, and experiential touchpoints
- Strong typography, layout, and visual storytelling sensibility
- Proficient in Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- Figma-friendly and learning motion tools like After Effects to support dynamic content needs
- Experience creating assets for Instagram, Facebook, Amazon and Pinterest
- Skilled at adapting creative across feeds, stories, reels, and seasonal campaigns
- Collaborative communicator across marketing, content, and strategy teams
- Detail-driven and highly organized, supporting projects from concept through final delivery
- Advanced image retouching for high-polish, platform-ready visuals
- Knowledge of packaging materials, print finishes, and production processes

### PROFESSIONAL EXPERIENCE

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

- Lead campaign creative for Armitron and partner brands, designing integrated visuals for social, email, ecomm, and retail.
- Designed seasonal and product launch assets across channels adapting creative for feeds, stories, and reels.
- Blended heritage brand storytelling with modern layouts for collaborations (e.g., Wrangler).
- Directed and retouched lifestyle/product photography to create cohesive visual narratives across platforms.
- Spearhead the integration of AI tools into creative workflows to improve speed, concepting, and output
- Produce seasonal catalogs, signage, and presentation materials from design through final output

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

- Led creative for retail, event, and social campaigns for MUGLER and AZZARO fragrances
- Managed and mentored a small team of junior designers while remaining hands-on
- Developed packaging and visual merchandising that translated brand storytelling into luxury physical experiences
- Contributed to seasonal launch concepts, gift sets, and in-store displays ensuring cohesive brand narratives
- Designed packaging and unboxing experiences to elevate product presentation
- Partnered with global marketing teams to bring campaigns to life across packaging, retail, and experiential touchpoints
- Collaborated with production and vendors to uphold high standards of materials, finishes, and print quality
- Reviewed samples and proofs to ensure luxury-level execution and consistency

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

- Designed in-store signage, direct mail, brand guides, and seasonal campaign assets for multiple private label brands
- Supported art direction across high-volume creative cycles in a fast-paced retail environment
- Collaborated with copywriters and senior designers to ensure visual consistency across print and digital channels

### EDUCATION + PROFESSIONAL DEVELOPMENT

- Skillshare: AI Animation with Runway Course
- Skillshare: Adobe Creative Suite Essentials Course
- Associates in Visual Communications – Sanford Brown (formerly Katharine Gibbs)