

Jasmin Núñez-Green

design + brand

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An expert Senior Graphic Designer and accomplished Design & Brand Manager with extensive experience designing and building successful professional relationships. Highly skilled in maintaining brand authenticity, crafting cohesive narratives, and managing the entire life-cycle of creative projects. Proficient in utilizing deep-rooted design knowledge to innovate and inspire across various industries.

areas of expertise

Graphic Design Expert

Strong understanding of branding, layout, color theory, and type in both digital and print media. Expertise in developing visual assets, that include brand design, marketing materials, social media graphics, email campaigns, long-form layout, merch/promo/swag design, custom presentations, design templates, and infographic design.

Brand & Design Management

Proven ability in the creation and management of brand assets and resources including, brand hubs, brand elements, brand guides, design templates to ensure consistency and brand authenticity.

Project Management

Experience in overseeing entire life cycles of projects, from conception to completion. This includes planning, creative brief development, scheduling, resource allocation, vendor management, potential outsourcing needs, and quality control.

career summary

UKG (formerly Ultimate Software), Weston, FL

Creative Studio Manager 7/2023 – 10/2023

- + Led a multi-disciplinary creative studio team of 6; including junior to senior level designers, a writer, and the print production manager.
- + Supported UKG's major annual sales and customer events, product marketing, industry marketing.

Design Manager 3/2021 – 7/2023

- + Provided hands-on leadership and fostered the development of a collaborative and highly productive team of 5 designers, consistently delivering top-quality work and maintaining the brand's identity and values.
- + Oversaw brand management, project management, and ensured consistency and adherence to brand guidelines in all creative executions, key point of contact for design reviews.
- + Established and managed project schedules, resources, and workflow to meet project milestones and timelines.
- + Collaborated effectively and created cross-functional relationships with stakeholders across different marketing teams – organic social, DEI, ERG teams, product marketing, customer engagement.
- + Led efforts of the creation and execution of a wide array of resources and design templates, guides, visual assets, encompassing print and digital collateral, social media graphics, email campaigns, and other key digital marketing materials.

Graphic Designer, Brand Manager 10/2020 - 3/2021

- + Managed and promoted the newly created UKG brands' guidelines and standards, focusing on strategic advancement and refinement of the brand's identity.
- + Created new template design and graphic resources for UKG white paper layouts.
- + Supervised creative project design reviews for external design support.
- + Ensured consistent alignment of design outputs with the brand's identity, upholding the integrity and cohesiveness of brand representation.

Print Design & Production Management

Expert knowledge of all areas of the print production process, skilled in managing the design and production including marketing materials, large-scale graphics, and merchandise.

Team Leadership

Proven leadership in managing and guiding creatives to achieve high-quality outcomes. Skilled in facilitating cross-collaboration among team members, stakeholders, and clients. Experienced in leading external designers.

Vendor & Printer Relations

Skilled in managing external partners, vendor and printer relationships, ensuring quality and coherence in final outputs.

Technical Skills

Proficient in: Adobe Creative Cloud, InDesign, Illustrator, Photoshop, Microsoft Office, PowerPoint, Word, Ceros, Squarespace sites, Workfront.
Familiar with: Miro, Figma

Ultimate Software (became UKG in 2020), Weston, FL

Graphic Designer 10/2016 - 10/2020

- + Provided creative support and collaborated with marketing teams to develop a broad spectrum of marketing materials, including customized white papers, reports, infographics, social/web graphics.
- + Developed interactive infographic experiences in the Ceros platform.
- + Direct creative support for the product marketing and direct marketing teams to schedule content, ensuring the delivery of high-quality designs that effectively resonated with the target audience and contributed significantly to marketing success.
- + Functioned as a project manager, intaking and overseeing projects from inception to completion, involving meticulous planning, resource allocation, and strict quality control.
- + Led the creative direction for Ultimate's white paper look and feel. Introduced a tailored approach to the design and layout, revamping the way long-form content is presented.

Illuminate, Boston, MA

Freelance Graphic Designer, project-based 2014 - 2016

- + Recognized as a trusted and reliable creative partner for important and last-minute projects, serving as the primary designer. These included medical and pharma specific infographic design, custom presentation templates, large-format illustrative medical posters, and building medical graphics for the global digital training modules used to educate pharmaceutical representatives.

Google, New York, NY

Designer 10/2011 – 8/2013

- + Designed various types of print and digital projects for the ZAGAT brand, including sales and digital marketing materials.
- + Played a key role in the launch of innovative products like ZAGAT e-books and engagement ad campaigns.
- + Optimized internal processes and managed the die art imprinting system for corporate client orders.
- + Developed and maintained relationships with vendors and printers.
- + Supervised freelance designers, ensuring quality and coherence in design outputs.

ZAGAT SURVEY, New York, NY

Senior Production Designer 3/2009 – 10/2011

- + Partnered with the art director in leading the branding, ideation, and design layouts of various printed materials for the ZAGAT brand.
- + Involved in developing including layouts of the Trade, Custom, Corporate ZAGAT guides, and the annual Out-of-Home (OOH) campaigns and custom cover prototypes.
- + Oversaw the die art imprinting process and supervised a team of freelance designers.

Macy's, New York, NY

Production Designer 10/2008 – 3/2009

- + Created and managed global corporate toolkits for all Macy's store campaigns that ensured design consistency across different mediums.
- + Collaborated with the creative director and partnered with cross-functional teams on national campaigns across the Fashion, Home, and Beauty sectors.
- + Contributed to concept development for various advertising channels and maintained a pivotal role in quality control.

project-based client work

24HRS OF PEACE, INC. 2014 to present

Creator of the 24HRSOFPEACE, INC. creative and branding. Lead the creative direction of all creative work for the brand, ensuring a cohesive and dynamic visual presence.

- + [Annual 24Hrs of Peace Festival Event, Newark, NJ](#) – Responsible for producing distinctive visual identities annually, including expertly designed stage graphics, backdrops, event programs, and comprehensive promotional and marketing materials, both in print and digital formats. These elements were crafted to augment the attendee experience, making each event memorable and engaging.

THE HIP HOP MUSEUM (THHM), Bronx, NYC 2022

Contract designer. Created custom event identities, produced social media graphics, developed PowerPoint templates, and created visually striking web and digital graphics and invitations. The creative visual elements were key in emphasizing event themes and enriching its overall impact.

- + [The Hip Hop Roadshow](#) – award/honor event – a dynamic gathering that brought together Hip Hop artists, DJs, breakers/lockers, live aerosol artists, industry executives, and regional Hip Hop pioneers.
- + [Hip Hop Science Project](#) – live stream educational series – Hip Hop Science at The Hip Hop Museum (THHM) explores and celebrates scientific innovation, creativity, and the supreme mathematics that live in Hip Hop. In collaboration with the Simons Foundation.
- + [Hip Hop + Mental Health: Facing the Stigma Together](#) – Celebrity panel discussion – A collaboration between GRAMMY MUSEUM®, THE RECORDING ACADEMY'S Black Music Collective, and MUSICARES.

Leading Hotels of the World [Quarterly White Paper/Newsletter Layouts](#) 2022-2023

Long form layout project, high-end 60+ page white paper and newsletter layouts created in InDesign, specifically distributed to their most prestigious clients, featuring custom call outs, tables, graphs, and charts.

Zumba [ZIN Convention](#) 2016

Hired as Print Production manager for the 2016 Annual ZIN Convention, managed the print production of the convention booths and stages, oversaw the creation of marketing materials including convention booklets, maps, schedules, and the Zumba Wear 2016 Catalog across print, digital, and apparel mediums.

education

B.S. in Studio Art; Concentration in Graphic Design, Minor in Business
Roberts Wesleyan College, Rochester, NY

Proficient in Spanish.