



JACLYN FLOMEN

jaclynflomen.com

(416)-356-6752

EDUCATION

Bachelor of Arts

Media, Information &
Technoculture

Western University

2015 - 2019

Diploma

Interactive Media Design

Fanshawe College

2016 - 2019

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe InCopy
- Adobe Lightroom
- Adobe After Effects
- Email Design
- Cinema 4D
- HTML/CSS
- Wordpress
- MailChimp
- UX/UI Design
- Microsoft Office
- Photography
- Social Media

FREELANCE

Website & Brand Development

- Taste The Six
- Ellie Godfrey: Earth Explorer
- Glow Fit by Lara Brodtkin
- sam stein designs

EXPERIENCE

Visual Merchandising Associate, The Estée Lauder Companies

— *December 2022 - Present*

- Assisted the Visual Merchandising Director & Managers with seasonal updates for multiple cosmetic and skincare brands such as Clinique, Darphin, Estée Lauder, & Origins.
- Coordinated with brand managers to adjust product assortments, design planograms and update graphic elements for various retailer variations across Canada.
- Aligned with global brand guidelines throughout all stages of designing and development.

Studio Designer, Vigorate Digital Solutions (Walmart Canada)

— *March 2021 - December 2022*

- Created weekly graphics & layouts for email & web pages.
- Updated & designed templates for various email campaigns including the 'Back to School' campaign and seasonal holidays.
- Designed & managed graphic assets for all marketing campaigns, while maintaining brand guidelines.
- Managed production of creative projects from concept development to completion.
- Developed & oversaw workflow processes to ensure an efficient workflow between project stakeholders and the design team.

Graphic Design Assistant, Kostuch Media Ltd.

— *May 2018 - March 2021*

- Assisted the Art Director with producing client, in-house, and editorial creatives to be displayed monthly publications, including *Foodservice & Hospitality* and *Hotelier* magazines.
- Tracked incoming client creative material to be published in publications, while keeping strict production deadlines in mind.
- Created weekly news email blasts, web news, and other forms of digital advertising.
- Rebranded and maintained the company's two Instagram accounts to match their digital identity.

Graphic Design/Marketing Intern, Aux Mode

— *Summer 2016 & 2017*

- Managed, optimized, monetized, and organized YouTube channels to enhance views, subscribers, and public appeal.
- Communicated with clients on a global scale about content, monetization, organization, and branding strategies.
- Created graphic designs for the organization's improvement and expansion of overall branding and online identity.