



JACQUELINE SILVA

marketing + brand designer

EDUCATION

Rhode Island School of Design

- ↪ **BFA Graphic Design**
Providence, RI

SKILLS

Technical

Figma
Adobe Creative Suite
Webflow
Art Direction
Editorial Design
Video Editing
Motion Graphics

Personal

Workshop Facilitation
Collaboration
Process Improvement
Concept Presentation
Documentation
Creative Feedback
Project Planning

CONTACT

jacqueline-silva.com

jsilva01@alumni.risd.edu
978.587.1588
Beverly, MA

EXPERIENCE

Shogun

- ↪ **Senior Marketing Designer | 08.2021–08.2022 | Remote**
 - Communicated creative ideas and the value of design to key stakeholders across the company
 - Designed marketing assets with systems and scalability in mind using components, libraries, and templates
 - Collaborated cross-functionally with Marketing, Product, and User Research teams to find effective design solutions
- ↪ **Marketing Designer | 04.2021–07.2021 | Remote**
 - Created design assets for social media, ads, and other marketing collateral across a wide range of digital mediums
 - Iterated on and communicated ideas to stakeholders across various levels of fidelity

Massachusetts General Hospital Imaging

- ↪ **Graphic Designer | 01.2020–04.2021 | Boston, MA**
 - Provided art direction and graphic design systems for patient-facing and internal platforms
 - Managed project timelines, feedback, and deliverables
- ↪ **Junior Graphic Designer | 01.2019–01.2020 | Boston, MA**
 - Created visual experiences for ad campaigns, patient education materials, social media content, and web platforms
 - Audited existing assets and developed new brand guidelines

LovePop Cards

- ↪ **Designer | 03.2018–09.2018 | Boston, MA**
 - Created digital renders, physical prototypes, and custom illustrations for new greeting card concepts
 - Prepared print files for production including quality assurance