
Jeselle Obina

Graphic Designer in SF

jeselle.design@gmail.com • jeselleobina.com

Profile

As a driven designer and career-oriented passionista, I seek to deliver modern, though-provoking visual solutions. Currently supporting creative women of color as a member of Designers Guild WOC.

Experience

Freelance Graphic Designer - Jeselle Obina Studio

Chicago, IL and San Francisco, CA | August 2012 - Present

Championed mission-focused print and digital design solutions. Set up clients for success with detailed documentation. Recently featured on Codepen's Spark Collection: "Robots, Rainbows, and Writing", as well as a lipstick product page being a daily Picked Pen.

Visual Designer - Uguru Inc

San Francisco, CA | August 2015 - December 2016

Led the team in creating over 1500 visual UI guidelines, animations, and graphic assets across a suite of digital applications. Shipped art direction from concept to execution by brainstorming, mapping, and trend researching in a fast-paced startup. Curated and photographed high-resolution images archived in an employee-accessible portal. Communicated feedback with developers through live prototyping.

Contract Event Designer - Advancing Justice

Chicago, IL | August 2015 - December 2016

Captured and elevated an existing brand guide for the Milestone Awards event at the Chicago Cultural Center by creating event images, email design, booklet design, and invitations. Supported a project manager and copywriter with responsibility for QA before publishing.

Education

Designation Labs | August 2014

UX/UI Design Certification

Chicago UX Design Bootcamp

University of Illinois at Urbana | May 2014

Bachelor of Science in Advertising

Focus in Art Direction and Graphic Design

Skills

HTML/CSS/SASS

Adobe CC 2017: Illustrator, Photoshop, InDesign

Sketch

Typography

Canon EOS Photography

Photo Touch-up & Editing