


# Jeselle Obina



## Graphic Designer

 (773) 260-2302

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 www.jeselleobina.com

## Skills

User Interface Design

Freehand Illustration

Iconography

Photo Curation

Typography

## Tools

Sketch

Adobe Creative Suite

Zeplin

Flinto

HTML/CSS

## Community

AIGA SF

Design + Geeks

## Experience

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### Freelance Designer at Jeselle Obina Studio

August 2012 - Present

Conceptualized and executed sophisticated print and digital visuals for clients across the nation. Notable works include:

**Kira Kids** Spring 2016 Lookbook

**Milestone Awards** Art Direction for Event Campaign

**FACT** Social Media Campaign Collateral

### Product and Graphic Designer at Uguru

August 2015 - December 2016

Designed interfaces in one day hand-offs with the developer. Created all of the SVG assets as lead illustrator. Animated 30+ loading screens and user interaction with 100+ custom components.

### Contract Graphic Designer at Advancing Justice

February 2015 - April 2015

Captured and elevated an established style guide for the Milestone Awards event at the Chicago Cultural Center by creating event images, booklet design, and invitations partnered with a project manager and copywriter.

### Volunteer Graphic Designer for AFIRE

December 2014 - April 2015

Streamlined the access of information via print and social media design by creating icons, infographics, and business cards for immigrant communities of Chicago.

## Education

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### UI Designer at Designation Labs Bootcamp

May - August 2014

Learned the full stack of user experience methods by designing mock and live client projects in an agile environment. Experimented with different design prototyping tools.

### Bachelor of Science in Advertising at UIUC

August 2010 - May 2014

Graduate of University of Illinois at Urbana-Champaign's College of Media with a focus in Art Direction.