JAYLEEN SERRANO

Graphic Designer

Hi, I'm Jay, a multidisciplinary graphic designer based in the US. I specialize in UI/UX and web design, digital illustration, and front-end web development. I also dabble in visual identity, branding, and product design.

✦ Experience

2022-NOW
Web Designer & Developer
Freelance

Designed websites and implemented them with HTML, CSS, and JavaScript. Collaborated closely with clients to ensure delivered websites met specifications and surpassed expectations. Ensured ongoing maintenance for optimal website functionality and user experience.

2017-NOW
Editor-in-Chief, Web Developer
Cicada Creative Magazine

Founded and led an all-arts magazine. Oversaw website design, development, and maintenance. Managed monthly newsletters, conducted periodical peer reviews, and streamlined staff onboarding and turnover for seamless team transitions.

2020
Marketing Intern
Brendle Group - Fort Collins, CO

Designed brand-consistent marketing materials and curated a social media schedule.

2017-2019
Archives Assistant
Morgan Library - Fort Collins, CO

Worked in two departments (Digital Services and Archives & Special Collections) to catalogue and digitize rare archival materials. Scanned and OCR'd archives, conducted research to complete documentation, and used XML to update the public archives website.

2016-2017
Digital Archiving Assistant
Mullins Library - Fayetteville, AR

Scanned and digitized archival materials, then edited these scans with Photoshop for readability. Used OCR technology to optimize for the web.

✦ Education

2017-2020
Colorado State University
Graduated with a Graphic Design BFA

2019
Ewha Womans University
Summer semester in Seoul, S. Korea

2015-2017
University of Arkansas
Majored in Graphic Design

✦ Skills

Ps Photoshop	**Ai** Illustrator	**Id** InDesign	Figma
Clip Studio Paint	Visual Studio Code		

✦ Contact

✉ jserrano.97@outlook.com

📞 +1-939-610-4813

🌐 https://jayleen.info