JOLYNA VICERRA

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Summary: Creative and detail-oriented Graphic Designer with over 4 years of experience in apparel, textile, and graphic design for mass-market retailers, small businesses, and nonprofit organizations. Skilled in managing timelines, organizing digital assets, and producing visually compelling designs; I thrive in fast-paced, collaborative environments across sales, production, and design teams.

Carrie Amber Intimates *Assistant Designer / Sales & Admin Support*
October 2023 - Present

- Delivered finalized, print-ready collateral for retail clients including Ross, Kroger, and TJ Maxx.
- Reworked and recolored CADs for intimate apparel collections to align with seasonal trends and brand identities.
- Maintained digital asset libraries and organized design files across multiple product categories.
- Created and managed a development timeline to ensure cross-team alignment and timely deliveries.
- Collaborated with Sales Managers to support private label programs and department store presentations.
- Coordinated and assisted in e-commerce photoshoots for catalog and web assets.

Leftbank Art *Design Assistant*
April 2023 - October 2024

- Retouched, recolored, and formatted artwork for wall art collections sold through Anthropologie, Neiman Marcus, Pottery Barn, Lulu and Georgia and more.
- Partnered with the design and production teams to ensure quality across substrates including canvas, acrylic, and wood.
  Managed a comprehensive Excel database to track original artwork inventory across trade shows and internal departments.
- Supported R&D processes for new art samples and product rollouts at Atlanta, New York, High Point, and Las Vegas Market.

EZ Fabric Inc. *Assistant Designer / Marketing & Social Media Manager*
May 2021 - April 2023

- Reworked and recolored print patterns for textile collections used in apparel and home décor sold by clients of Jo-Ann Fabrics, Fabric.com, and boutique retailers.
- Experience working with licensed artwork, such as Disney, DC Comics, and Sesame Street.
- Created photo and video content for digital marketing; increased social engagement by 31% within the first 30 days.
- Designed email campaigns, catalogs, and digital ads to promote new collections and launches.
- Provided product photography and retouching for e-commerce and social media use.
- Supported B2B client relationships and coordinated between internal departments including: design, production, and shipping.

SKILLS AND TOOLS

Design Software & Tools: Photoshop, Illustrator, Figma, After Effects, Premiere Pro, Maya, Microsoft Excel, Outlook, Mod2 (ERP)
Core Strengths: Visual Design, Branding, Layout & Composition, CAD Recoloring, Photo Editing, Cross-Team Communication, Project Management
Languages: Fluent in English and Tagalog (Filipino)

COMMUNITY & CREATIVE INVOLVEMENT

Marketing & Design Volunteer, Project by Project LA (2021 - 2023) – Nonprofit focused on Asian American community engagement.
Vice President & Event Coordinator, (2016 - 2020) Kalahi Filipino-American Student Organization, CSULA

EDUCATION

B.F.A. in Animation
California State University, Los Angeles — Cum Laude