

JELLY MARA SIGAN

JELLY MARASIGAN
art director

jellymarasigan.com
786-661-6503
jellymarasigan@gmail.com

EXPERIENCE

SPANISH MARIE BREWERY ART DIRECTOR Miami, FL ✦ 2023	Lead with a keen sense of cultural trend research to inspire and guide the art direction for future beer releases and marketing schedule. Seamlessly blended digital & handmade processes to create captivating packaging, digital & print marketing materials, and event experiences that resonate with our local audiences.
GUT ART DIRECTOR Miami, FL ✦ Jan 2022 → Nov 2022	Worked collaboratively with creative team to ideate and develop original, persuasive, and conceptually compelling work for campaigns, content, and experiences, across a variety of clients. Led multiple production shoots and recordings through planning, styling, casting, on-set art direction, retouching, editing, and deployment of campaign assets across all brand touchpoints. <i>Clients: POPEYES, ACTIVISION, STELLA ARTOIS</i>
GREY DESIGNER Cincinnati, OH ✦ Oct 2020 → Oct 2021	Created unique and engaging eCommerce and digital marketing campaigns for P&G's evergreen and new product launch needs, ensuring all work meets the highest standards of quality and strategic thinking. <i>Clients: FEBREZE, PANTENE, ALWAYS, GILLETTE VENUS</i>

EDUCATION

MIAMI AD SCHOOL Miami, FL ✦	Portfolio Diploma. Courses include conceptual thinking, idea presentation, digital imaging, social media, UX, typography, and video storytelling.
FLORIDA INTERNATIONAL UNIVERSITY ✦ Miami, FL	Summa Cum Laude. BA Communication Arts with focus on Visual Arts. Minor in Art History. Certificate in German Language & Culture.

SKILLS

Artistic Vision: A deep appreciation for craft and the ability to infuse passion into every project.	Photoshop
Technical Proficiency: Possesses graphic design expertise, including typography, social media best practices, color theory, and composition	Illustrator
Adaptability: Thrives in a fast-paced environment and skilled in navigating ever-changing client demands with flexibility and precision	InDesign
Trend Savvy: A proactive knack for identifying emerging trends and an ability to translate them into captivating designs.	After Effects
Collaborative Approach: Embraces a collaborative mindset, excelling in clear communication, efficient time management, and fostering transparency to enhance teamwork.	Figma
	Blender

AWARDS

D&AD New Blood 2020: Wood	Creative Int'l Awards: Bronze
The One Club Creative Bootcamp 2019: Third Place	Indoor Recess 2020: Judges' Pick, Client Pick, Best Creative

