Jalayna Lockhart
graphic designer. pencil artist

Contact

Phone
612 386 7529

Location
Atlanta, GA

Email
lockhartjalayna@gmail.com

Website
www.jalayna.com

Skills

Creative
Concepting
Layout Design
Branding
Logo Design
Illustration
Web Design
Typography

Technical
Illustrator
InDesign
Photoshop
Adobe XD
Premiere
Lightroom Classic
Microsoft Office
Wordpress
Canva

Education

UNIVERSITY OF MINNESOTA– TWIN CITIES
B.F.A. Graphic Design
Sept 2014 – Dec 2020

Design Experience

LEGACY SPEAKS, Atlanta, GA (*Remote*)
Social Media Intern
February 2021 – May 2021

- Created digital/physical graphic design assets
- Assisted with social media/email marketing campaigns
- Assisted with developing/executing content strategy

THE BRANDLAB, Minneapolis, MN (*Remote*)
Creative LabFellow
June 2021 – January 2022

Wunderman Thompson (Jun 2021-Jul 2021)
- Collaborated with creative team to design multiple graphics for client Best Buy (BTS email, TTC Digital Display, DM Postcard)
- Developed, designed and presented a practice RFP pitch for a perspective client through strategic and creative execution

Best Buy (Jul 2021-Sep 2021)
- Collaborated with internal creative team to develop social media concepts and compose creative copy for Organic Social Campaign
- Designed templates for Holiday Social

Optum (Sep 2021-Nov 2021)
- Created multiple promotional graphics for A/B testing on social media platforms
- Conducted web-based, market research to help influence brand strategy and presented key findings to stakeholders

Essence Global Canada (Nov 2021-Jan 2022)
- Supported the performance team in developing client-facing strategy and presentation decks for client Universal Pictures
- Conducted competitive research and tracked competitive activity for plan preparation during flight campaigns

Work Experience

NORDSTROM Minnetonka, MN
Logistics Processor
September 2015 – February 2021

- Fulfilled and processed customer orders efficiently
- Provided training for new hires
- Aided in resolving customer order issues