



Contact

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- Remote
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- www.jalayna.com

Education

University of Minnesota–TC
B.F.A. Graphic Design
Sept 2014 – Dec 2020

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
Figma

Jalayna Lockhart

art director. designer. illustrator

Design Experience

21GRAMS NY, New York, NY (*Remote*)

Art Director

March 2022 – Present

- Coordinates with creative leadership on daily art management to ensure consistency of branding in concepts, designs, and executions of cross-channel initiatives
- Works collaboratively across departments on strategic ideation for branded/unbranded campaigns that align with the client's objectives
- Instrumental in designing the look and feel for an award winning unbranded campaign for Alexion, including branding, iconography, print, digital, and congress materials

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

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