



## Contact

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- Remote
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## 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 – June 2026

- Collaborated with cross-functional teams to translate creative briefs into strategic, on-brand campaigns and marketing materials aligned with client objectives
- Balanced concept development with production execution, delivering high-quality creative solutions in a fast-paced agency environment while meeting tight deadlines
- Interpreted brand guidelines to develop scalable design systems using strong typography, layout, and production design principles

**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