

# Jacqueline Colomé

Multidisciplinary designer with a proven track record across brand identity, packaging, marketing, and retail design. Known for translating ideas into thoughtful, production-ready creative with a strong eye for detail and a deep understanding of how brands come to life across every touchpoint. Collaborative, hands-on, and equally comfortable developing new concepts or executing established systems.

## CORE EXPERTISE

- Brand Identity & Packaging Design
- Marketing & Campaign Design
- Retail & Environmental Design
- Visual Merchandising
- Vendor & Production Management
- Production-Ready Artwork

## TOOLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Procreate
- WordPress, WooCommerce & Shopify
- HTML/CSS
- AI-Assisted Creative Workflows

## EDUCATION

### Associate of Science, GRAPHIC & WEB DESIGN

Broward College  
2010 - 2012 | Fort Lauderdale, FL

### Bachelor of Fine Arts, VISUAL ARTS

Miami International University of Art & Design  
2007 - 2010 | Miami, FL

## LANGUAGES

- **ENGLISH** (Native)
- **SPANISH** (Fluent)

## EXPERIENCE

### FREELANCE DESIGNER

2025 - Present | Colomé Design | Phoenix, AZ

- Partner with clients to develop brand identities, visual systems, packaging, marketing collateral, and digital assets from concept through execution.

### MULTIDISCIPLINARY DESIGNER

2019 - 2025 | Mazor Collective | Phoenix, AZ

- Built scalable brand systems and visual identities across multiple brands.
- Managed packaging production with domestic and overseas vendors, including materials, dielines, proofs, and manufacturing.
- Developed marketing collateral and retail experiences across digital and physical channels.
- Partnered with cross-functional teams to translate business objectives into effective creative solutions.

### DESIGN MANAGER

2016 - 2019 | Vaporique | Atlanta, GA

- Led visual merchandising and in-store brand presentation to create a cohesive customer experience.
- Managed product listings and visual content across online platforms, ensuring brand consistency and merchandising accuracy.

### GROUP SALES MANAGER

2013 - 2016 | Deauville Beach Resort | Miami Beach, FL

- Negotiated and managed corporate events, weddings, and large-scale festivals, securing event space, accommodations, and group contracts.
- Coordinated cross-functional event planning and food & beverage operations to deliver seamless client experiences.

### GRAPHIC DESIGNER

2011 - 2013 | Bamboo | Miami Beach, FL

- Designed promotional campaigns, merchandise, and marketing collateral for a luxury nightlife and private events venue, supporting artist performances and venue promotions.
- Transitioned from graphic design intern to a full time Graphic Designer after successfully completing the internship program.

### STORE MANAGER

2007 - 2009 | Swatch Group | Miami Beach, FL

- Drove sales performance through team leadership, hiring, coaching, and operational excellence.
- Managed inventory, loss prevention, and daily store operations while delivering a premium customer experience.

### ASSISTANT MANAGER

2005 - 2007 | Utecht Art Supplies (now Dick Blick) | Miami, FL

### OPERATIONS MANAGER

2001 - 2005 | Giorgio Armani | Bal Harbour, FL & Atlanta, GA

COLOMEDESIGN.COM

✉ Jackie@colomedesign.com

in [linkedin.com/in/jacqueline-colome](https://www.linkedin.com/in/jacqueline-colome)