

JANNICA SERAYPHEAP

Janseraypheap@gmail.com | Cell: (574) 453-6363 | [linkedin.com/in/jannica-seraypheap](https://www.linkedin.com/in/jannica-seraypheap) | seraypheap.com

EDUCATION

Indiana University, The Media School
Minor: Apparel Merchandising

Bachelor Media B.A., Creative Advertising CON
August 2019 - May 2023

WORK EXPERIENCE

American Threads Jan 2025 - Present
Freelance Graphic Designer *Remote*

- Elevate branding to target the emerging young adult women's fashion through emails, packaging, website banners, and advertising campaigns
- Consult with the Creative Director over seasonal photoshoots, branding, and merchandise in production
- Assist the Marketing team with content creation, including editing and filming short-form videos, designing story slides, and retouching assets

MAKS TIPM Rebuilders Jan 2024 - Jan 2025
Lead Brand Designer *Los Angeles, CA*

- Photographed and retouched 1000+ images, including modules, lifestyles, and cars in studio shots
- Led and managed 3 developers, and solo-designed the rebranding of the MAKS ECM e-commerce site
- Designed brand assets, including instruction manuals, fuse layout pamphlets, ads, and promotional assets
- Produced and edited videos for YouTube, resulting in 70k+ views and 11% YOY subscriber growth in 8 months

Matte Black Creative Group June 2023 - Nov 2023
Contract Art Director *Remote*

- Assisted the Creative Director with the internal rebranding of the agency, including web design, typography, artistic asset creation, copywriting, and brand voice
- Managed internal social media by planning the posting schedule, ideating unique content ideas with the team, executing content creation, and communicating content needs with teammates

Season Magazine Sept 2020 – May 2023
Freelance Creative Designer *Bloomington, IN*

- Created unique spread layouts to design exceptional magazine spreads composed in InDesign and Photoshop, completing 2 spreads seasonally, collaborating with photographers, writers, and stylists
- Crafted high-quality promotional graphics, including campaigns, logos, and flyers, utilizing Adobe Creative Suite for social media and website

GUESS June 2022 – Aug 2022
Licensing & Social Media Design Intern *Los Angeles, CA*

- Designed prints & patterns for non-apparel items, and assembled lookbooks to showcase to licensees to produce products within Adobe Creative Suite
- Conceptualized, designed, and executed social media content, including motion graphics, stories, reels, campaigns, logos, and digital assets
- Adapted to a dual-department internship in a fast-paced environment, managing multiple creative projects, including a nationally produced advertising campaign, working as a Graphic Designer

SKILLS

- | | | |
|---|----------------------|--------------------------------------|
| • 5+ Years Adobe Suite: Premiere Pro, Photoshop, InDesign, Illustrator, Figma | • Art Direction | • Mockups & Manipulation |
| • Creative Strategist Certified in Meta Ads | • Branding | • Social Media Content Creation |
| • Print Design, Printing, Pre-Press | • Product Retouching | • Email Marketing with Klaviyo |
| • Video Editing & 3D Animation (Blender) | • Merchandise Design | • E-Commerce Asset Management |
| • Knowledgeable of Fashion & Music Industry | • Copywriting | • Microsoft 365, Google Suite, Asana |
| | • SEO Optimization | • Digital & Traditional Advertising |