Janisha Ocaña

Designer of many colors! • Janishacolors@gmail.com • www. Janishacolors.com

Education

University of North Florida

BFA With a Concentration in Graphic Design & Digital Media

Design Experience

Multidisciplinary Designer

Janishacolors March 2019-Present

- **Jacksonville Main Public Library DCAZ 25-** Illustrated promotional materials that helped attract a large audience and boost community engagement at a local comic event.

- **Youniverse Webcomic Series-** Managed all aspects of a published webcomic series—including storytelling, social media, and a related sticker club—building a dedicated fanbase with over 13,000 views.

- **University of North Florida-** Developed promotional materials, including brochures, pamphlets, and table tents, to support formal events and enhance visibility for industry sponsors.

- **Sutherland Skates LLC-** Designed branding materials and digital assets to boost a skating instruction brand's visibility across social media and community events.

Work Experience

Budget Specialist

University of North Florida, Mar 2023- Present

- Successfully managed and oversaw the budget for the Construction Management Department, ensuring optimal allocation of financial resources.

- Conducting cost-benefit analyses on various programs and proposals to help management make informed funding decisions.

- Manage and allocate over $100,000 in industry revenue to enhance departmental resources and advance student success.

Project/User Experience

Creative Director

GAMM GOOD Non-Profit Dec 2024 - Present

- Directed a collaborative initiative with artists and local sponsors.

Design Skills

Project Management
Print Production
Prepress
Illustration
Web Design
User Experience (UX/UI)
User Research
Publication
Product Promotion
Data Analytics
Branding Consultation
Color/Light Design

Software

Illustrator
Figma
Sketch
Webflow
Photoshop
Indesign
After Effects
Unity

Applications

Adobe Suite
Mac OS
Microsoft Office
Window OS
MS Teams

Languages

American Sign
Language
Japanese