



Cell: 504.417.9256
E-mail: jaodesignstudio@gmail.com
Portfolio: www.jaodesignstudio.com
Password: designathlete

Chicago Portfolio School | 2018-19
Graphic Design
Tulane University | Class of 2017
A.B. Freeman School of Business

EXPERIENCES

Frankel | Senior Designer 2025 – Present

Lead brand, campaign, and experience design for clients, shaping audience journeys from concept through final execution.

- Establish and implement scalable brand systems that maintain consistency across digital, brand, and marketing channels.
- Partner with cross functional teams to translate insights and complex ideas into emotionally resonant visual storytelling.
- Maintain and update brand guidelines, create templates, and define scalable systems for efficient collaboration.
- Champion industry best practices, identify trends, and provide feedback to elevate creative output across teams.

AKQA | Freelance Senior Designer 2024 – 2025

Collaborated with Apple’s team on the Apple Learning Community site refresh.

- Refreshed user interface, adhered to established visual guidelines, and implemented Apple’s visual identity systems.
- Storyboarded motion and video content that was produced for worldwide educators, reinforcing clarity, and usability.
- Delivered digital assets and educational materials that helped improve understanding and adoption of Apple technology.

Arc Worldwide | Senior Designer/Art Director 2022 – 2024

Drove creative direction and execution for Unilever, Dunkin’, and Molson Coors across digital, retail, and social environments.

- Designed and illustrated social and digital assets for Social, Email, Paid, and Web (Walmart.com, Amazon.com, etc.)
- Developed campaign identities and evolved brand visual systems across packaging, digital, retail, and social touchpoints.
- Partnered with cross-disciplinary teams to establish campaign themes, photography direction, and visual standards.

Allstate Insurance | Visual Designer (UX) 2021 – 2022

Redesigned major web properties to unify the Allstate brand across consumer and corporate digital experiences.

- Established a scalable, unified design system bridging consumer and corporate brands, and across various subbrands.
- Partnered with UX, product, and engineering to ensure consistent visual language across products.

Beam Suntory | Freelance Graphic Designer 2020 – 2021

Supported the Whiskey brands and other beverage heritage products through brand design.

- Refined visual identity guidelines, created key visuals, and produced brand assets for retail and on-premise environments.
- Developed packaging, activations, and promotional materials reflecting craftsmanship, authenticity, and storytelling.

Jao Design Studio 2020 – Present

Working with agencies, brands, marketers and and business owners at the intersection of design, illustration and creative strategy to bring brand stories, visuals and systems to life. Designing across multiple touchpoints

Brands: PXP Studios, Arc Worldwide, AKQA, Jazz & Heritage Festival, Highdive Agency, Beam Suntory, Petermayer, Baseline Technology, Ruby Slipper.

Services: Branding, social, email, website, illustration, OOH, merch, packaging, presentation, campaign, digital and retail display, environment, storyboard, and production.

SOFT SKILLS

- Creative & Art Direction
- Campaign Ideation & Strategy
- Cross-Functional Collaboration
- Typography, Illustration, and Layout
- Brand Identity & System Thinking
- Creative Problem-Solving
- Passion for Growth and Learning
- Visual Storytelling

HARD SKILLS

- Illustrator
- Photoshop
- InDesign
- After Effects
- Figma
- ProCreate
- Microsoft 365
- Google Workplace