

JACLYN FLOMEN

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PROFESSIONAL SUMMARY

Detail-oriented Graphic Designer with 10+ years of experience creating visually compelling brand assets across print, digital, and experiential environments. Strong foundation in typography, layout, and visual storytelling, with a focus on elevating brand identity through strategically thought out, high-impact design. Experienced in translating creative direction into polished, production-ready work across retail, editorial and digital platforms.

EDUCATION

Bachelor of Arts, Media Information & Technoculture – Western University (2019)

Diploma, Interactive Media Design – Fanshawe College (2019)

SKILLS

- **Design:** Typography, Layout, Branding, Visual Identity, Art Direction, Editorial Design
- **Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Cinema 4D, Premiere Pro, Figma/XD, Sketchup
- **Digital:** Web Design, UX/UI Design, Email Design, Social Media Assets
- **Web:** HTML/CSS, WordPress, MailChimp
- **Other:** Photography, 3D Animation, Motion Design

PROFESSIONAL EXPERIENCE

Visual Merchandising Associate | The Estée Lauder Companies | Dec 2022 – Present

- Managed & designed visually impactful in-store displays, coordinated fixture development, and rendered branded environments for prestige beauty brands including Darphin Paris, Smashbox, Estée Lauder, Clinique, and Origins.
- Led the project management of Smashbox's presence in Shoppers Drug Mart stores, working with the brand to coordinate new product launches, new door openings, and other retailer needs.
- Developed print and merchandising elements for retail activations, trade shows, and product launches, maintaining strict adherence to brand guidelines, timelines and budget.
- Collaborated closely with marketing teams and external vendors to bring creative concepts to life with high visual fidelity.
- Contributed to the evolution of in-store visual identity through refreshed merchandising concepts, specifically leading the Darphin Paris rebrand in all retailer doors across Canada.

Studio Designer (Marketing & Graphic Design) | Vigorate Digital Solutions – Walmart Canada | Mar 2021 – Dec 2022

- Designed high-volume digital assets including email campaigns, banners, and landing pages viewed by millions of users.
- Created and refined modular design systems and templates for seasonal campaigns (Back-to-School, Holiday, etc.).
- Applied strong layout, typography, and hierarchy principles to improve clarity and visual engagement.
- Ensured consistency across all touchpoints while adapting designs for multiple formats and devices.
- Collaborated with cross-functional teams to deliver visually cohesive, deadline-driven creative.

Graphic Design Assistant | Kostuch Media Ltd. | May 2018 – Mar 2021

- Designed editorial layouts, feature spreads, and advertisements for *Foodservice & Hospitality* and *Hotelier* magazines, reaching over 150,000 readers.
- Produced digital assets including e-newsletters, website graphics, and social media content.
- Assisted in maintaining brand consistency across print and digital publications.
- Led visual direction and content creation for two corporate Instagram accounts, improving overall aesthetic and engagement.

Freelance Designer – Branding & Web Design | 2018 – Ongoing

- Developed brand identities, logos, and visual systems for small businesses and entrepreneurs such as @tastethesix and @glowbylara.
- Designed websites, marketing collateral, and event materials with a strong emphasis on cohesive visual storytelling.
- Worked directly with clients to translate ideas into clear, compelling visual solutions, ensuring customer satisfaction at every milestone.