

# Jacqueline Robyn Sherman

JaxRobyn@gmail.com [JaxRobyn.com](http://JaxRobyn.com) (949) 584-9928



@JaxRobyn



@JaxRobyn



Pinterest.com/JacquelineRobyn

**Objective:** To create beautiful and meaningful work in the fashion, home goods, art, and marketing industries

## PROFESSIONAL EXPERIENCE

### Capelli New York - GMA Accessories Graphic Artist

December 2013 - July 2015

- Designed new fashion graphic and print artwork for various accessories such as hosiery, legwear, rainwear, footwear, hair, flip flops, & slippers
- Researched fashion trends through online media, blogs, retail stores, and trend reports
- Mastered Illustrator Plug-in Generation Digital to design custom knit patterns
- Employed a variety of manufacturing techniques such as jacquard knits and paper printed photo real
- Made products for a variety of merchants including Target, Walmart, Kohl's, Tesco, Primark, Claire's, and JC Penny
- Instituted planograms for in-store visual merchandising

### OuterStuff LCC Import Production Graphic Artist June 2011 - December 2013

- Collaborated on designs for Adidas, Rebok, & Nike
- Responsible for creating all-over prints and tossed prints
- Adhered to strict licensing guidelines maintained by MLB, NBA, NFL, NHL, MLS, and NCAA

### 20th Century-Fox Internship, Creative Marketing June - August 2009

- Managed digital assets within Esprit and other retail databases
- Contacted design firms and vendors to edit changes to DVD cover designs
- Applied marketing and catalog knowledge to the movie and entertainment industry

### Franco Apparel Group Graphic Artist

September 2010 - June 2011

- Designed screen print, embroidery, and applique graphics for boys and girls size newborn-size 20
- Generated marketing material such as catalogs and boards
- Cultivated brand materials such as logos, hang tags and labels

### Chemers Gallery Registrar

June 2007-January 2008

- Took photographs of art, sculptures, and jewelry and edited photos
- Updated website content and blogs
- Generated marketing material, such as postcards and email blasts
- Marketing and sales experience with high-end contemporary art

## INVOLVEMENT + COMMUNITY SERVICE

### Arizona Athletics, Zona Zoo Merchandise Director + Brand Representative, August 2007-May 2010

- Organized and promoted campus sporting events and functions
- Collected data on pricing and consumer trends and updated website
  - Created a line of apparel for University of Arizona Bookstores
- Supervised other students responsible for designing content for merchandise and marketing material

## EDUCATION

### University of Arizona, Tucson, AZ

- Bachelor of Arts in Interdisciplinary Studies with an emphasis in Graphic Design
  - Minors in Marketing, Fine Art, and Art History
  - Awarded Arizona Excellence Scholarship

### Fashion Institute of Technology, New York, NY

- Continuing education classes focusing on digital fashion illustration, pattern, and print design

### University of Melbourne, Melbourne, Australia - Fall 2008- Study Abroad Program



I have lived in 5 States & Australia

## SKILLS:

Illustrator   
Photoshop   
Hand Drawing   
Word Press   
Advertising   
Branding   
PowerPoint   
Social Media   
InDesign 

## CHARACTER TRAITS:

Organized  
Personable  
Energetic  
Engaging  
Creative  
Bubbly  
Passionate  
Empathetic  
Fashionable