

JASMEEN JACKSON

UI/UX & Graphic Designer

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PROFILE

Creative and results-driven UI/UX and Graphic Designer with 6+ years of experience delivering visually compelling digital and print designs. A dedicated professional who embraces challenges and believes that patience and hard work are the foundation of exceptional work.

PROFESSIONAL EXPERIENCE

Senior UI/UX & Brand Designer

2021 – Present | Remote

Freelance / Independent Studio

- Design SaaS dashboards, mobile apps, and landing pages for startup and corporate clients across multiple industries.
- Develop complete brand identities including logos, color systems and brand guidelines for cryptocurrency and tech startups.
- Produce high-converting social media graphics, banners and flyers for clients with audiences of 50K+.

Graphic & Digital Designer

2018 – 2021 | Shelby, NC

Grace & Grit Marketing

- Designed print and digital marketing materials including flyers, brochures, banners and event collateral.
- Collaborated with marketing teams to produce consistent brand assets across all digital channels.
- Created website wireframes and high-fidelity mockups in Figma and Adobe XD for client review and developer handoff.

Junior Designer

2018 – 2019 | Shelby, NC

Entry Level / Studio Assistant

- Assisted senior designers with production tasks in Photoshop and Illustrator including photo retouching and layout prep.
- Prepared print-ready files and managed asset libraries for ongoing brand projects.

EDUCATION

Some College Coursework Completed

01/2015 – 05/2017 | Shelby, NC

Cleveland Community College

- Completed coursework in design and visual arts, building a foundation in creative principles, color theory, and digital media.

SOFTWARE

Figma • Adobe Photoshop • Adobe Illustrator • Adobe XD • Canva Pro • PowerPoint

DESIGN SPECIALIZATIONS

UI/UX Design (SaaS & Apps) • Dashboard & Data Visualization • Landing Page & Website Design • Brand Identity Systems • Mobile App UI • Cryptocurrency & Web3 Branding • Social Media Content Design • Flyer & Banner Production • Presentation & Slide Design • Print & Digital Collateral