

# Janine Pultorak

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## Technical Skills

### ADOBE CC

Photoshop  
Illustrator  
InDesign  
Lightroom  
After Effects  
Premiere Pro

### PROTOTYPING

Adobe XD  
Figma  
Sketch

### PRESENTATION

Keynote  
MS PowerPoint  
MS Excel  
Google Slides  
Google Sheets

## Education

### MARIST COLLEGE

BS in Digital Media & Communications  
• Minor, Advertising  
• Minor, Medieval & Renaissance Art

### LASELL UNIVERSITY

Digital Surface Design Certificate

## You can find me...

HIKING & SWIMMING

CURATING A THRIFTED STYLE BUNDLE

SOLVING A NYT PUZZLE

MAKING PASTA FROM SCRATCH

CREATING A DIGITAL COLLAGE

REFINISHING FURNITURE

## Experience

### • VANGUARD

**Graphic Designer • Freelance**

2/24-

- Supports the Talent Brand & Recruitment Marketing team in the design and execution of various marketing materials, including brochures, flyers, presentations, digital banners & ads, and social.
- Develops creative direction for events, such as booth design and experience, swag, and signage, while collaborating with the client and vendor to ensure on-brand and high-quality products.
- Assists in the maintenance and organization of the content library, including image retouching, to ensure accessibility and consistency of brand assets.

### • DRIP DROP

**Graphic Designer • Freelance**

7/22-

- Creates brand and product launch campaigns across digital channels, including social, email, and SMS.

### • MISSION MAGAZINE

**Art Editor • Freelance**

6/21-

- Composes spreads of photography and written content while implementing the brand style and vision for print and online issues.
- Offers cross-functional support through the oversight and training of interns and collaborating with the EIC, reprographics, and printers to deliver high-quality products.
- Designs engaging seasonal and launch-focused content on social and web, with an average follower growth rate of 18%.

### • MATERIAL

**Graphic Designer, Data Visualization**

5/22-6/23

- Translated raw content and data into visually sophisticated, compelling slide decks across multiple clients and industries, such as LEGO, Target, CashApp, Intuit, and Apple.
- Lead and engaged in project team and client communications to conceptualize and execute communication materials, including market research reports, proposals, and presentations.

### • STEALTH MODE STARTUP

**Art Director & Designer • Freelance**

8/21-4/22

- Participated in the development and expansion of a live video shopping app.
- Coordinated and collaborated with 15 influencers to create 10+ pieces of video content and 5-6 live streams per week.
- Increased public visibility through email marketing, UGC, and paid ads.
- Conducted research and interviews to inform segments and weekly specials.

### • ACCELERES

**Graphic Designer, Learning & Development • Freelance**

1/20-6/21

- Created assets across educational channels, including video training and captioning, eLearning slide decks, and hard copy courseware.
- Featured on LinkedIn Learning, Pluralsight, and proprietary publications with views ranging from 5K to 150K, depending on the time of introduction.

### • RADFORD UNIVERSITY

**Presentation Designer • Freelance**

7/21-10/21

- Established the story flow and visual identity of the SOTU Presidential Address deck, while supporting the President and Chief of Staff to develop and refine the script.
- Directed the live execution of the presentation, welcoming more than 700 attendees.
- Increased website traffic, producing over 300 streams and 260 views a week following the inauguration.