

Jillian Pacheco

Art director, designer, artist,
cat mom.

jillianpacheco.com

**Physically in Boston, MA.
Virtually everywhere.**

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508.971.2965

EDUCATION

**Massachusetts College of Art
and Design**

BFA Graphic Design, 2018

DESIGN SKILLS

Typography, branding, editorial design,
front end web design, print/social/
out-of-home design, illustration, basic
video & animation

TECHNICAL SKILLS

Adobe Creative Suite (ID, AI, PSD,
XD, AE, PR), Sketch, Procreate, Invision,
Microsoft Suite/Teams, embroidery,
printmaking

ADDITIONAL SKILLS

Concepting, problem solving,
design thinking, time management,
organization, client and internal
presenting, strategic thinking, wearing
too much denim, finding the cat at
the house party

EXPERIENCE

Art Director

GYK | Boston, MA | 2021-2023

- Worked as an Art Director on a wide range of industries including: travel & tourism, consumer products, nonprofits, banking, education/finances, medical/healthcare

Small Army | Boston, MA | 2017-2021

- Worked way up from intern to junior Art Director, to Art Director
- Work on a wide array of industries including: banking, science & technologies, engineering, medical/healthcare, education, and wellness
- Responsible for running Small Army's social media accounts & the intern/mentor program for the art section

Freelance Designer & Art Director

Scharffen Berger | 2022

America's original craft bean to bar chocolate maker, Scharffen Berger was looking for eye catching packaging to pair with their recent rebrand.

- From sketches to design, developed the system for various chocolate products
- Created a variety of patterns relating to the products' ingredients
- Collaborated remotely with contract agency, GOGO Brand Studio & Scharffen Berger client

Outshine Labels | 2022

Outshine Labels, an online marketplace for disability advocates that helps families earn extra money, reached out for a full brand refresh include a new logo, visual system & website design.

- Created multiple logo design options and developed all versions of the final logo
- Developed a range of a visual system and set of rules around it for internal use
- Provided design concept, direction, and implementation instruction for web developer on homepage and various internal pages

Lead Book Designer

AllWorthy | 2019 to 2021

Meet Maya Cat and *Dragon the Scaredy Cat* were written to normalize physical, developmental, and emotional disabilities or conditions of all kinds. These books can open everyone's eyes to the idea that every life deserves love and acceptance.

- Designed look and feel of all current books for inclusive series
- Established consistent design tone and layout — including a custom, easy-to-read typeface
- Thousands of copies sold worldwide in multiple languages resulting in over 15k donated to charity