

# Jalen Vasquez



Illustrator • Designer

## CONTACT

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## EDUCATION

### GRADUATE CERTIFICATE DESIGN BUSINESS

Parsons, the New School of  
Design

August 2014 - May 2015

### BACHELORS OF ARTS ARCHITECTURE

University of Edinburgh

September 2010 - May 2013

## SOCIAL



jalenvasquezdesigns



@jalenv515



/in/jalenvasquez



@jalenv515

## ABOUT ME

I am a native New Yorker who relocated to Cyprus in the Mediterranean. I lived in Cyprus for four years and graduated from the American International School of Cyprus as Valedictorian before attending the University of Edinburgh in Scotland, studying Architecture. I have taken my education further by completing a Graduate Certificate at Parsons, The New School of Design, studying Strategic Design Management/Design Business.

I am currently freelancing for various clients, both companies and individuals working on things related to either branding/identity, storytelling, or business development.

I am also producing my own toy line of various characters that are hand sculpted and painted and sometimes are mass produced.

## EXPERIENCE

### Freelance Designer

Jalen Vasquez Illustration & Designs | Jan 2013 - Present

Designed identity, print and digital for both companies and individuals. I also create custom art toys for collectors or as gifts. For my portfolio, please view my website linked on the top left. My work mainly focuses in graphic illustrations and print design.

### Co-Founder & CMO

Freelance St. (freelance.st) | May 2015 - Jan 2018

Co-founded a company aiming to help local freelance designers find local clients. My partner and I have been doing everything together from ideating to prototyping to marketing and networking. Freelance St. was put on the backburner for the time being, to rethink our business strategy. My primary responsibilities include:

- Social Media management & advertising
- Profile page creation
- Increasing brand awareness through various channels
- Recruiting local freelancers

### Sales Associate/Graphic Designer

Dick Blick/Utrecht Art Supplies, 13<sup>th</sup> Street | Sep 2014 - Present

Helping customers with art related queries and needs in various disciplines and medias. I work closely with the inventory manager, dealing checking stock numbers and adjusting them accordingly. I also am their in-store designer, helping them advertise events that we, as a store are responsible for. My primary responsibilities include:

- Customer Service - Both in store and on the phone
- Inventory Maintenance - Cycle Counts & Adjustments, organization, merchandising
- Designing Promotional Flyers for Events and Sales

## SKILLS



## PROF. SKILLS



## INTERESTS

Pop Culture

Comics

Film

Traveling

Playing Sports

Science & Tech

Dogs

## EXPERIENCE CONTINUED

### Spark Leader/Volunteer

Freelancers' Union | Jun 2016 - Present

I have been volunteering with the Freelancers' Union Spark Events in Brooklyn. The events allow freelancers of all trades to network and discuss monthly focus topics to help grow their business and professional skills grow. My primary responsibilities include:

- Setting up and planning current and future events
- Facilitating discussions
- Helping others network

### Bars Team Leader/Bartender

Edinburgh University Students' Association (EUSA) | Oct 2012 - Jul 2014

During my undergraduate studies, I worked at various bars of the Student Union. Working for EUSA gave me the opportunity to learn about customer service and the intricacies of operating a bar/restaurant. Occasionally, I would be responsible for business support dealing with cash control. My primary responsibilities included:

- Customer Service including occasional table service
- Training New Staff - logistics, pouring, barista training
- Bar Maintenance
- Drink/Cocktail Knowledge

### Head of Illustration

The Student Newspaper, University of Edinburgh | Sep 2012 - Apr 2014

Lead a team of up to 15 illustrators allocating weekly assignments, providing guidance on concepts and design. I worked close with the section editor's, collaborating which articles would be good for an illustration and subject matters. My primary responsibilities included:

- Ensuring illustrations were completed and ready for newspaper publication.
- Picking up other Illustrations, when my other illustrators were unable to do so
- Project management
- Image Formatting - making sure illustrations were sized or cropped correctly for publishing

## FUN FACTS

- Graduated high school in Nicosia, Cyprus
- Can read Spanish and somewhat proficient speaker
- Performed in several talent shows for singing in highschool and university.
- Second string running back for Edinburgh Predators in freshman year.
- Goalie for intramural league for Student Newspaper soccer team.