

JAYLEN REEVES

Jaylen is a passionate and innovative graphic designer with three years of diversified experience. She specializes in creating clean designs that enhance user experiences and drive brand recognition. She has the proven ability to collaborate effectively with cross-functional teams, and delivers impactful visual solutions. Jaylen is committed to promoting accessibility, inclusivity, and user-centered design principles in every project she is a part of.

CONTACT

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(540) 818-8202

SKILLS

Tools
Figma
Adobe Creative Cloud
Microsoft Office Suite

Design
UX/UI Design
Wireframing
Prototyping
Visual identity design
Storyboarding
Layout design

Development
Web testing
HTML / CSS
Front-End Development
Google Chrome DevTools
CMS

EDUCATION

James Madison University,
Bachelor of Fine Arts (BFA)
in Graphic Design
May 2021

EXPERIENCE

Deloitte, Design Specialist
March 2022 – Present • Charlotte, NC

- Accepted into Deloitte's competitive campus-hire program rotating amongst four design teams within the Green Dot Agency, Deloitte Insights, and pursuits.
- Provided design assistance such as image sourcing and deck designs for multiple pursuits clients including totaling in \$18.5M revenue.
- Created low and high-fidelity wireframes for external marketing campaigns on Deloitte.com and Deloitte Insights using UX research for optimized user experiences.
- Conceptualized and crafted comprehensive visual identity imagery to effectively represent and communicate brand identities and client values.

5 Points Creative Ad Agency, Front-End Developer & UX Designer
May 2021 – March 2022 • Roanoke, VA

- Designed and front-end developed six responsive websites using Webflow.
- Collaborated with team members to test responsive web performance.
- Designed wireframes for web projects with client goals for their end user.
- Recommend solutions to clients to increase SEO and improve user experiences
- Proactively ensured seamless functionality of web pages for 12 clients to update content.
- Utilized Google Chrome DevTools to test responsiveness across various screen sizes.

James Madison UPB (University Program Board), Graphic Design Director
June 2020 – May 2021 • Harrisonburg, VA

- Co-directed social media and content marketing strategies for campus events and activities.
- Designed all graphic design content while coordinating with the social media director.
- Developed, planned, and executed all promotional elements for UPB including monthly calendar, weekly newsletter, and social media posts.

INVOLVEMENT

Deloitte RISE (Marketing Excellence's Leadership Academy) Program, Member
August 2023 – April 2024

- Six month developmental program for racially and ethnically diverse Marketing Excellence professionals seeking connection and improvement of professional experiences at Deloitte.
- Participated in events and activities related to culture building, education and enrichment—to more seamlessly acclimate and accelerate Deloitte careers.

Deloitte DEI (Diversity Equity & Inclusion) Committee, Member
September 2022 – Present

- Collaborated with committee members to coordinate virtual DEI events to help shine a light on cultural, and ethical, changes individuals can make.