



Jennifer Orfín

EXPERIENCE

- adidas** 10/18/16 – 08/16/19
Napa, California
Retail Team Leader / Operations

 - Training new store associates, and collaborating with team leaders, and managers in Northern California adidas store locations such as Milpitas, Napa, and Vacaville
 - Working back of house, product inventory, shipment, and modifying visuals displays
 - Customer service focus and driven to build productive trust relationships

- Economic Development Department** 03/01/17 – 2/20/19
San Francisco, California
Media / Design Production Assistant

 - Knowledgeable about computer technology and the technical processes involved
 - Using industry-standard graphics and multimedia software packages to market
 - Managing and producing interactive visual work to increase businesses for Vacaville

- Academy of Art University School of Acting** 01/30/16 – 06/20/16
San Francisco, California
Visual Designer / Social Media Marketing Intern

 - Collaborated with Associate and Executive Director to brainstorm marketing tactics
 - Optimized content on social media platforms to market events, actors, and alumni
 - Marketed Academy of Art Acting Department awareness and online reputation

- Scott Lamp Company** 09/10/14 – 12/20/15
Greenvally, California
Interactive Visual Designer / Social Media Digital Marketing

 - Managed social media accounts, websites, logo design, and product photography
 - Collaborative team to launch new Scott Architectural Lighting logo and website
 - Pushed creatively and produced new visuals to market Scott Lamp lighting products

- Rainbow Trust Children's Charity** 06/04/14 – 08/03/14
London, England, United Kingdom
Graphic Design Summer Internship

 - Collaborated immensely with the entire marketing team to produce new concepts
 - Hands-on experienced and managed video production for social media plug-in
 - Attended charity events to help with the donations for Rainbow Trust Children

- Academy of Art University Athletics Department** 06/04/09 – 12/03/13
San Francisco, California
Junior Graphic Designer / Work Study Intern

 - Sketched and printed posters, flyers, and postcards for academic sporting events
 - Worked closely with marketing director and promoted top athletes in the Bay Area
 - Attended all sporting events and photographed various games for social media

PROFICIENCIES

- » Marketing and design management experience
- » Highly passionate for business, tech, and design
- » Positive cultural diverse interaction with customers
- » Multi-tasking and punctuality with various duties

LANGUAGES

Fluent in Spanish, English, and Italian

EDUCATION

Florence Institute of Design International Florence, Italy

Master of Arts Degree
Graphic Design (2020)

Academy of Art University San Francisco, California

Bachelor of Fine Arts Degree
Web Design and New Media (2016)

Academy of Art University San Francisco, California

Associates of Art Degree
Graphic Design (2012)

AWARDS

Academy of Art University Spring Show 2016

Senior Portfolio Visual Design Project

Academy of Art University Winter Show 2010

Marinela Sugar Package Design Project

City of Fairfield Awards Ceremony 2009

Youth Graphic Artist Volunteer of the year

PUBLICATIONS

adidas GamePlan A | November 2018

"3 Ways to Unleash Your Inner Athlete."

adidas GamePlan A | June 2018

"World Cup Fever - How Football Is Much More Than A Game."

adidas GamePlan A | August 2017

"How Swimming Inspires My Creative Process."