

Jess Calderon

Marketing Manager & Designer / Branding and Visual Storytelling

based in Los Angeles, working globally.

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PROFILE

Marketing manager and designer with 8+ years of experience in branding, packaging, and web design, including 6 years with a certified organic food and supplement brand. A background in psychology shapes work that is visually refined and built around how people think, feel, and interact.

CORE SKILLS

Leadership & Marketing

Team Leadership, Marketing Strategy, Design Direction, Project Management, Event Marketing, Email Marketing, Digital Marketing

Design

Branding, Packaging & Label Design, Typography, Large-Format Graphics, Print Production, Logo Design, Magazine Layout

Digital & UX

UX/UI Design, Wireframing, Responsive Web Design, Landing Pages, Email Design, Shopify, HTML & CSS (basic)

Tools

Illustrator, Photoshop, InDesign, Figma, GitHub, Vercel, Claude, ChatGPT

Languages

English, Spanish (bilingual)

EDUCATION

UX Certificate

University of California, San Diego

A.A., Graphic Design

San Diego City College

B.A., Psychology

California State University, Long Beach

SELECT CLIENTS

Kandoo Films, Love Birds Cafe
Pasadena, Ross Discount Store,
HomeGoods, dd's DISCOUNTS, Pure
Planet, Happy Days Cafe

PROFESSIONAL EXPERIENCE

Organic By Nature, Inc. / Remote

Promoted from Designer to Lead Designer & Marketing Manager

Lead Designer & Marketing Manager

Nov 2022 – Present

- / Lead a team of 3, setting creative direction and marketing strategy across print, digital, events, and packaging while keeping brand quality consistent on every channel
- / Partner with the production team on packaging for certified organic products, coordinating Nutrition Facts and Supplement Facts panels, organic certification marks, and label specs
- / Design websites, social media assets, and email campaigns, using AI tools like Claude and ChatGPT to speed up concepting, copywriting, and production
- / Partner with developers on website design updates and bug fixes, writing clear tickets and reviewing changes in GitHub and Vercel before launch
- / Oversee event marketing for hosted and sponsored events, from booth design and large-format graphics to print vendor management and proof reviews that prevent costly reprints
- / Guide seasonal campaigns and new brand initiatives from early concepts through launch, presenting creative strategy to leadership and cross-functional teams

Designer

Sep 2020 – Nov 2022

- / Designed packaging, print collateral, and large-scale event graphics, including vinyl and window wraps, signage, and booth layouts
- / Built press-ready files in InDesign, Illustrator, and Photoshop with correct bleed, trim, color profiles, and vendor specs
- / Selected colors and materials for product and merchandise graphics in partnership with marketing
- / Delivered complete handoff packages to production, including original artwork, color specs, sizing, and execution notes
- / Designed landing pages, emails, and digital assets in Figma and Shopify to keep print and digital brand consistent

Graphic Designer / Exel Pak Inc.

Aug 2019 – Sep 2020

Graphic Designer / The Little Market

Contract

Graphic Designer & Visual Specialist / The Grotto Climbing and Yoga

Jul 2018 – May 2019

Graphic Design Production Assistant / The San Diego Museum of Art

Jul 2017 – Sep 2019