



Jackie Farkas

ART DIRECTOR // CREATIVE DIRECTOR

ABOUT

As an experienced art director, designer, and artist, I've cultivated a deep appreciation for the beauty and impact of visual communication. My fine art background has sharpened my abilities in composition, color theory, and visual storytelling. These skills empower me to craft compelling, effective designs for diverse clients. My commitment lies in delivering outstanding results that surpass expectations. I eagerly anticipate applying my expertise to produce impactful designs that engage audiences and drive meaningful outcomes.

EDUCATION

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma

CERTIFICATES

Graphic Design Certificate (online)
CalArts, LA

Digital Marketing Certificate
General Assembly, SF

Web Design Certificate
Bay Area Video Coalition, SF

DEGREES

B.A., Practice of Art Major with Honors
University of California, Berkeley

M.F.A., Studio Art Major
Mills College

EXPERIENCE

Creative Director, Artist/Designer

2015 - 2024

Farkas Designs

- Serves as creative director, designer, and consultant for businesses of all industries and scales
- Creates graphics for on-going marketing support across print, web, social, and email as well as brand identity creation
- Provides photography art direction for marketing campaigns
- Creates beautiful product packaging graphics and mock ups
- Creates unique drawings, paintings, and illustrations for licensing, prints, and selling original art works, both nationally + worldwide

Art Director

2020 - 2023

HCT by kdc/one

- Provided Art Direction and manages team photographer with brief, shot list, and editing notes for beautiful imagery
- Developed creative concepts and trend boards for package design, innovation concepts, and marketing assets
- Provided key insights and campaign ideation through trend research using design expertise, aesthetic, and strategy
- Created designs across print, social, and email to market beauty innovations B2B to the world's leading beauty brands
- Created designs for world class trade show exhibit designs such as Luxe Pack Monaco, Cosmoprof Bologna, and Make Up in New York

Senior Graphic Designer

2018 - 2020

SPARITUAL

- Worked directly with Founder and high-level stakeholders to collaborate, develop refreshed brand vision and strategy
- Identified creative talent to contract in order to effectively supporting brand vision
- Refined and executed design on over 30 packaging designs for new brand refresh roll out
- Developed a refined aesthetic for SPARITUAL brand refresh typography and color palette and art direction on brand refresh photo shoot

Graphic Designer

2017 - 2018

Lemonade Restaurant Group

- Created marketing graphics across various platforms: web, email, print, and social
- Created designs for marketing campaigns for new menu items, catering, seasonal promotions, and online ordering
- Produced unique, creative designs while working within established brand standards
- Performed market research and provide insights to further advance the brand