

Celeste Hylton-James

Visual designer & Illustrator

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celestecreates.com



Experience

AppSumo, Senior Brand Designer

July 2019 – | Remote

- Pioneering the development of a versatile and user-friendly visual brand system that integrates with the specific Standard Operating Procedures of various departments
- Ideate and execute innovative concepts and campaigns across various digital and print platforms, including promotional, direct mail, email, animation, web, and editorial material

Alfalfa Studio, Graphic Designer & Illustrator

Feb 2017 – Nov 2018 | New York, NY

- Managed studio blog and led illustrative branded deliverables
- Clients included Amphibian Stage Productions, L&L Holding, IPPF/WHR, and B&B Urban

Education

East Stroudsburg University of Pennsylvania

2011 – 2016, East Stroudsburg, PA

Bachelor of Fine Arts (B.F.A.), Integrated Art and Design, Fine/Studio Arts, Minor: Art History

- Art Association Vice President
- Community Orchestra
- University Choir

Skills

Marketing: Brand identity design, email newsletters, collaborative creatives strategies, layout, printing processes, print production, Pantone color matching system, preparation, advertisements, posters, invitations, brand guidelines & libraries, presentation design, Pantone color matching system, four-color printing processes

Product/Software: Adobe CC including Illustrator, Photoshop, InDesign, After Effects, Premiere; Figma, Cinema 4D; MS Outlook, MS Office, Keynote, Google Slides