JENNIFER MAE SALELESI

GRAPHIC DESIGN MANAGER

CONTACT

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Anaheim, CA

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EDUCATION

CSU FULLERTON
Graphic Design

OTIS COLLEGE OF ART AND DESIGN
Communication Arts in Graphic Design

PROFESSIONAL SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

PREMIER PRO

MICROSOFT OFFICE

DESIGN SKILLS

TYPOGRAPHY
BRANDING
AD DESIGN
PRINT AND DIGITAL
PRESENTATIONS
COLOR THEORY
PHOTOGRAPHY
MICROSOFT OFFICE

EXPERIENCE

the walt disney company

WELL-BEING GRAPHIC DESIGN MANAGER

February 2022 – Present

- Led and mentored graphic design interns, providing creative direction, project oversight, and professional development while ensuring the successful execution of digital and print marketing initiatives.
- Managed end-to-end creative production workflows, oversee production schedules, proofing cycles, release readiness, asset development and quality assurance. Ensured compliance with technical, prepress, and printer specifications while partnering with external vendors to resolve production challenges and maintain project timelines.
- Collaborated cross-functionally with partners across Creative Services, DCCR, and The Muppets Studio, supporting photo and video productions that enhanced cast member engagement through monthly wellness campaigns, events, educational content, and rewards program initiatives.
- Established and maintained production standards, workflows, and quality control processes, driving consistency, operational efficiency, and brand integrity across all deliverables.
- Directed the creative development and brand management of the Be Well... Be You Rewards Program, producing integrated campaign assets while implementing rigorous quality controls to optimize production accuracy, visual consistency, and execution efficiency.
- Redesigned and modernized the Be Well brand and style guidelines, including the redesign of DisneyBeWell.com for migration to the ALOHA platform. Led the creation, testing, and deployment of digital and print assets, landing pages, and promotional materials supporting key wellness initiatives and enterprise-wide engagement campaigns.
- Developed a refreshed visual identity, event branding, and custom iconography for the leadership conference, Fueling Your Wellness Journey: Wellness Leadership Fundamentals. Designed environmental graphics, event signage, and an interactive wayfinding experience for the Walt Disney World Leadership Experience event.
- Created and launched a new brand identity for Disney Cast & Well-being, designing a distinctive logo system and visual framework that aligned campaign messaging, organizational values, and audience engagement objectives.
- Managed the end-to-end creative development and brand execution for the Be Well...Friends & Family Holiday 5K, delivering a cohesive visual identity across experiential, print, digital, and environmental touchpoints. Oversaw the creation of event assets including participant materials, signage systems, stage graphics, promotional content, and branded merchandise, while coordinating multimedia content capture for marketing and storytelling initiatives.

spectrum brands

LEAD GRAPHIC DESIGNER

November 2020 – December 2022

- Assisted the creative and production of multi-channel marketing assets, including packaging systems, retail merchandising, trade show experiences, sales enablement materials, and customer-facing collateral that supported product awareness and revenue growth.
- Oversaw production-ready asset development and quality assurance processes, ensuring efficiancy across publication, brand compliance, and seamless execution across print, packaging, and promotional applications.
- Supported as a key creative partner to marketing, product management, and sales teams, translating business objectives into compelling visual communications that enhanced product positioning and customer engagement.

JENNIFER MAE SALELESI

GRAPHIC DESIGN MANAGER

PERSONAL SKILLS

LEADERSHIP
CREATIVITY
PROJECT LAUNCH
TEAM WORK
COMMUNICATION
MEET DEADLINES
PROBLEM SOLVING
MANAGEMENT AND ORGANIZATION

EXPERIENCE

the walt disney company
CREATIVE SERVICES GRAPHIC DESIGNER
January 2020 – April 2020
May 2021 – February 2022

- Provided creative leadership and production oversight for high-visibility print and digital communication campaigns, balancing design excellence, partner expectations, production requirements, and timelines to deliver strategic business objectives while maintaining Disney's world-class brand standards.
- Served as a trusted creative partner to executives, communications leaders, external vendors, and cross-functional teams, driving projects from concept through final production while ensuring technical accuracy, print readiness, quality assurance, and seamless execution across multiple channels and formats.
- Partnered with global communications and creative teams to conceptualize and design the “Welcome Back” campaign supporting the return of Shanghai Disneyland Cast Members following COVID-19 closures. Developed visual assets for animated communications and digital storytelling initiatives that reinforced company values, fostered engagement, and supported organizational change management for an international audience.
- Led the creative redesign and multi-channel rollout of International Women’s Day campaign assets, producing a comprehensive suite of print and digital materials including event signage, email communications, presentation templates, promotional collateral, social content, web graphics, and environmental branding. Managed production specifications, vendor coordination, and quality assurance processes to ensure a cohesive guest and Cast experience across all touchpoints.

nutrawise
SENIOR GRAPHIC DESIGNER
November 2017 – January 2020

- Lead a team of graphic designers, directed the concept development, branding, and redesign of product lines, packaging, label systems, balancing creative innovation, brand positioning, consumer appeal, and production requirements.
- Designed and produced integrated marketing campaigns across print, digital, environmental, and experiential channels, including advertisements, promotional collateral, large-format billboards, event graphics, trade show displays, banners, and motion graphics. Managed projects from concept through final production while ensuring brand consistency and production excellence.
- Simultaneously managed multiple high-priority projects in fast-paced environments, balancing competing deadlines, and production schedules while maintaining exceptional creative quality and operational efficiency.
- Managed the planning, prioritization, delegation of creative projects, marketing collateral, timelines to ensure on-time delivery.
- Oversaw production workflows, reviewing and refining creative assets, approving print-ready files, conducting press checks, and ensuring technical accuracy, color consistency, and high-quality output across all printed materials. Managed website content updates and maintained brand consistency across digital platforms.
- Designed executive-level PowerPoint and Keynote presentations, annual marketing recaps, and strategic communication materials that translated complex information into compelling visual narratives for leadership and clients.