



JESSICA ENCALADA

jessicaencalada.com | jessicaencalada98@gmail.com

SUMMARY

I am a graphic designer with 5+ years of experience developing thoughtful, visually compelling work across the real estate, sports, and health tech industries. Skilled at translating complex ideas into clear, engaging design systems across digital and print, I bring a strong eye for visual storytelling, brand consistency, and concept development. My work is grounded in collaboration with cross-functional teams and driven by a passion for impactful design.

EXPERIENCE

JLL Capital Markets *Morristown, NJ*

Senior Graphic Designer | January 2024 - May 2025

- Led design development of branding assets for LERN (Latino Empowerment Resource Network), helping establish a cohesive visual identity
- Directed and coordinated site photography, ensuring alignment with marketing goals and brand standards
- Partnered with internal teams and external vendors to execute high-quality visual content across campaigns
- Mentored junior designers and contributed to maintaining consistency in team output and processes

R2G Sports *Edison, NJ*

Graphic Designer | June 2020 - March 2022

- Collaborated with clients and internal teams to conceptualize and design custom uniforms and promotional materials
- Prepared production-ready files for digital, print, and pre-press applications across multiple platforms

Colliers International *New York City, NY*

Senior Graphic Designer | June 2025 - Present

- Conceptualize and execute print and digital marketing materials across multiple lines of service, ensuring brand consistency and visual impact
- Contribute to the creative direction and production of a LinkedIn video series, from ideation through final delivery
- Develop and maintain branded digital assets for LIDER (Latin Inclusion & Development ERG), including a SharePoint hub and internal-facing materials
- Support onboarding of new team members by guiding design standards and workflows

JLL Capital Markets *Morristown, NJ*

Graphic Designer | March 2022 - December 2023

- Conceptualized and designed a range of marketing materials including proposals, offering memoranda, brochures, and branded assets
- Collaborated with deal teams to develop targeted email marketing campaigns for diverse client audiences

Leda Health (Formerly MeToo Kits) *Brooklyn, NY*

Graphic Design Intern | February 2020 - May 2020

- Prepared Illustrator files for prototype laser cutting
- Created instruction booklet diagrams, working alongside a medical expert to support written guidance
- Developed and presented packaging mock-ups

EDUCATION

Adelphi University

Bachelor of Fine Arts (B.F.A.), GPA 3.5, May 2020
Concentration: Graphic Design
Honors: Dean's List: Fall 2018, Spring 2020

PROFESSIONAL EXPERIENCE

Communications & Visibility Lead - *Latin Inclusion & Development*

Employee Resource Group | 2026

Marketing & Communications Committee - *Latino Empowerment*

Resource Network | Spring 2024

TECHNICAL SKILLS

Proficient

Adobe InDesign, Adobe Illustrator, Adobe Acrobat, Adobe Photoshop, Adobe Lightroom

Knowledgeable

Adobe After Effects, Sketch Up, Google Docs, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Canva

Additional Skills

Visual Identity | Social & Digital Content | Typography | Photo Retouching | Packaging | Creative Concepting