

PROFESSIONAL SUMMARY

Senior designer and production specialist with deep experience supporting publishing and marketing teams across complex, content-driven organizations. Skilled at translating instructional and campaign material into clear, engaging visual systems across print, digital, social, and event collateral. Known as a reliable cross-functional partner who maintains brand consistency across large content ecosystems while managing multiple deliverables independently in deadline-driven environments.

WORK EXPERIENCE

Kelby Media Group (KelbyOne), Oldsmar, FL | Art Director (Dec 2005–Feb 2026)

Selected Outcomes & Scope

- **Led art direction and production for 100+ commercially released book titles** by bestselling author Scott Kelby, including *The Digital Photography Book*, Volume 1—the best-selling photography techniques book of all time.
- **Translated complex educational content into engaging visual assets** across print, digital, and social channels in collaboration with editorial and marketing teams.

Art Director, Marketing & Publications (2023–Feb 2026)

- **Led in-house book production from start to finish, expanding role into marketing** content production and promotional campaigns. Designed and produced Amazon A+ modules.
- **Repurposed educational content into various formats:** developed eBooks for lead generation, and created blog features, video tips, and social reels to promote and sell KelbyOne memberships and tickets.
- **Created promotional graphics** for web ads, social media, email campaigns, and YouTube thumbnails, maintaining brand consistency. Designed conference collateral, supporting brand direction across event marketing and attendee-facing materials.

Art Director, Publications (2017–2023)

- **Directed visual standards and editorial systems** across flagship magazines and books; managed production workflows from design to distribution.
- **Collaborated with managing editor and contributing writers** to shape content direction, approve layouts, and ensure timely issue delivery.

Art Director, Books (Dec 2005–2017)

- **Designed and produced books from concept to press**, including templates, image editing, file preparation, and press-ready delivery, across multiple editions and software update cycles.
- **Established brand standards and production systems** for series and standalone titles.
- **Coordinated with editors and publishers** to ensure timely, quality-controlled deliveries.

Jessica Maldonado Design | Creative Design & Production (2016–Present)

- **Provide art direction and production design** for books, marketing collateral, and branded visual assets, supporting clients across print and digital formats.
- **Partner directly with clients to translate goals into creative direction**, managing projects from concept through final delivery with minimal oversight.
- **Create layout templates and production-ready assets** using InDesign, Photoshop, and Canva, ensuring efficient handoff for print and digital distribution.

Multiple Companies, NY, NY | Art Director & Associate Designer Roles (1996–2002)

- **Developed integrated marketing campaigns** for clients including Baileys, Avon, U.S. Marine Corps, Merrill Lynch, and Ford; produced print mechanicals for Citibank direct mail campaigns.
- **Collaborated across creative and production teams**, partnering with photographers, illustrators, buyers, and vendors to deliver projects from concept through final production.
- **Art directed and produced USA Philatelic**, a quarterly branded publication for the USPS—leading visual identity development, photo direction, and editorial layout systems.
- **Designed educational books and teaching materials**, working with editors and illustrators from ideation through market release.

EXPERTISE

- Visual storytelling
- Editorial design systems
- Layout and information hierarchy
- Brand consistency and visual standards
- End-to-end production workflows
- Multi-channel asset production
- High-volume publishing environments
- Content repurposing and adaptation
- Marketing asset development
- Social media visual content
- Educational content translation
- Cross-functional collaboration
- Upholding established brand guidelines
- Presentation and concept development
- Self-directed project ownership
- File preparation and delivery

TOOLS & PLATFORMS

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|---------------|--------------------|
| • InDesign | • Descript |
| • Photoshop | • YouTube Studio |
| • Illustrator | • Google Workspace |
| • Lightroom | • Microsoft Office |
| • Camera Raw | • Kantata |
| • Acrobat | • ClickUp |
| • Express | • Slack |
| • Figma | • ChatGPT |
| • 3D Issue | • Claude |
| • Canva | • Perplexity |

EDUCATION

State University of New York,
Fashion Institute of Technology

- BFA, Graphic Design
- AAS, Advertising Design