

# JESSICA MALDONADO

Creative Designer & Production Specialist | Editorial • Marketing • Brand Systems

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## PROFESSIONAL SUMMARY

Creative designer and production specialist with deep experience in editorial publishing, marketing content, and brand systems. Skilled in visual storytelling and creative problem solving, translating complex educational and marketing content into clear, engaging visual experiences across print, digital, and social platforms. Trusted collaborator known for thoughtful execution, adaptability, and consistent delivery in deadline-driven environments, bringing a self-directed approach and a proven ability to move projects forward with minimal supervision.

## WORK EXPERIENCE

### Art Director | Kelby Media Group (KelbyOne) 2005–2026

- **zLed art direction and production** for 100+ commercially released photography and educational book titles, including multiple bestselling series by industry-leading author Scott Kelby, guiding layout development and ensuring cohesive visual standards across a high-volume publishing program
- **Directed visual design for flagship publications**, including *Photoshop User*, shaping long-form editorial layout systems, visual standards, and reader experience across recurring issues and member publications
- **Owned end-to-end production workflows**, managing layout development, asset preparation, file packaging, publisher handoffs, and fixed-layout digital distribution (Amazon KDP)
- **Expanded into marketing and digital content production**, creating social campaign assets, YouTube thumbnails, conference collateral, webcast promotion graphics, short-form video edits, and lead-generation materials aligned with brand systems
- **Repurposed long-form educational content into marketing assets**, identifying high-value moments from courses, webcasts, and publications and translating them into eBooks, blog features, and short-form social content to support membership growth and event promotion
- **Coordinated across teams in a remote workflow**, working with editorial, marketing, and video/content teams to ensure timely delivery and consistent output

### Creative Design & Production Consultant | Jessica Maldonado Design

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

### Early Career—Art Director & Associate Designer Roles | Various, New York, NY

- **Developed integrated marketing campaigns** (direct mail, print advertising, CRM materials) for clients including Citibank, Bailey's, Avon, U.S. Marine Corps, Merrill Lynch, Ford, and AT&T
- **Collaborated across creative and production teams**, partnering with photographers, illustrators, and vendors to deliver projects from concept through final production, including on-site print supervision and client presentations
- **Art directed & produced *USA Philatelic***, a quarterly branded magalog—leading visual identity development, photo direction, and ongoing editorial layout systems
- **Designed educational books and teaching materials**, working with editors and illustrators from ideation through market release

## EDUCATION

### State University of New York, Fashion Institute of Technology

- BFA, Graphic Design
- AAS, Advertising Design

## EXPERTISE

### Content Design & Visual Storytelling

- Visual storytelling
- Editorial design systems
- Layout and information hierarchy

### Brand consistency and visual standards

- Creative Production & Workflow
- End-to-end production workflows
- Multi-channel asset production

### File preparation and delivery

- High-volume publishing environments
- Marketing & Content Support
- Content repurposing and adaptation

### Marketing asset development

- Social media visual content
- Educational content translation
- Collaboration & Process

### Cross-functional collaboration

- Upholding established brand guidelines
- Presentation and concept development
- Self-directed project ownership

## TOOLS & PLATFORMS

### Design & Production

- Photoshop
- InDesign
- Illustrator
- Lightroom
- Acrobat

### Content & Marketing Platforms

- Descript
- Canva
- YouTube Studio

### Workflow & Collaboration

- Google Workspace
- Microsoft Office
- Kantata
- ClickUp

### AI-Assisted Tools

- ChatGPT
- Perplexity
- Adobe Firefly