

Jasmin Ureña Portfolio

HI! SO GLAD YOU'VE STOPPED TO TAKE A LOOK. BUT FIRST, A LITTLE BIT ABOUT ME...

I am a creative professional with 10+ years of experience designing high-impact campaigns and digital assets for luxury beauty, fashion, retail, and entertainment brands. I'm passionate about design, color, typography and how these elements merge to create a story that impacts culture. In my two most current roles as Art Director I worked with Creative Directors at Revlon and the CEO at Plato Learning in the process of design elevation for both of the brands across international markets and other national programs. My previous managerial experience extends from commissioning to leading junior/senior designers and freelancers in the everyday process of a creative.

Multi-disciplinary experience designing across print, digital, social, e-commerce, email campaigns, brand identity, product packaging, retail displays, publications, OOH assets, and in-store signage.

BELOW ARE A LIST OF SKILL SETS AND THE LEVEL OF CAPACITY IN WHICH I'VE HAD THE OPPORTUNITY TO UTILIZE THEM

Managerial
Graphic/Web Design
Packaging Design
Production Design
Digital Design
Print Design

Mentored Junior Designers & Interns
Hiring Process (including screening, interview and hiring)
Tool Kits
Posters
Counter Displays
In-store Signage
POS Signage
Editorial
PR Invitations
PR Event Collateral
Event Schematics (Visual Planning)
OOH Signage
Look books
Emails
Landing Pages
Social Media
E-Retail / E-comm
Banners
Mechanicals
Fragrance Blow-ins
Magazine Ads
Fragrance Packaging
Specialty Product Packaging
Presentation Decks

COMPANIES I'VE HAD THE HONOR OF WORKING WITH, IN NO PARTICULAR ORDER

Revlon

Loft

Laird & Partner

Macy's

Makeup Forever

Nine West

L'Oréal

Directv

Clear Channel

Eileen Fisher

Tocca

Kate Spade

La Prarie

Bath & Body Works

Redken

Coty

Brands within: Elizabeth Arden, Ralph Lauren, Maison Martin Margiela, Viktor & Rolf, Rimmel London, At&t, Michael Kors, Armani Beauty, Epana, Eventive Marketing, Lou & Grey, Ann Taylor, Guy Laroche, Paloma Picasso, The Limited Brands, Anne Klein, Pepsi, Puma, Skechers, HUE, I·N·C, New York Jets

#TOGETHER WE MARCH ON

Elizabeth Arden
NEW YORK

#TOGETHER WE MARCH ON

Inspired by
our history.
Empowering
women today.

Moved by our founder, a woman
dedicated to empowering women,
we are donating 100% of the
proceeds from our signature
lipstick to UN Women.

Join us as we march on to
empower women everywhere.
Wear the lipstick
as a symbol of solidarity.

Learn more at
elizabetharden.com/marchon



SHOP NOW



REVLON/ELIZABETH ARDEN
ART DIRECTION - DIGITAL

Email Campaign for
Women's History month
in support of UN Women

Elizabeth Arden
NEW YORK

Your Complete Prevage® Skincare Routine



1. Cleanse:
Prevage® Anti-Aging
Treatment Boosting Cleanser

2. Hydrate:
Prevage® Antioxidant
Infusion Essence

3. Treat:
Prevage® Anti-Aging
Daily Serum

4. Moisturise:
Prevage® Anti-Aging
Eye Cream SPF 15

+
Prevage® Anti-Aging Moisture
Cream With Sunscreens

+
Prevage® Anti-Aging
Overnight Cream

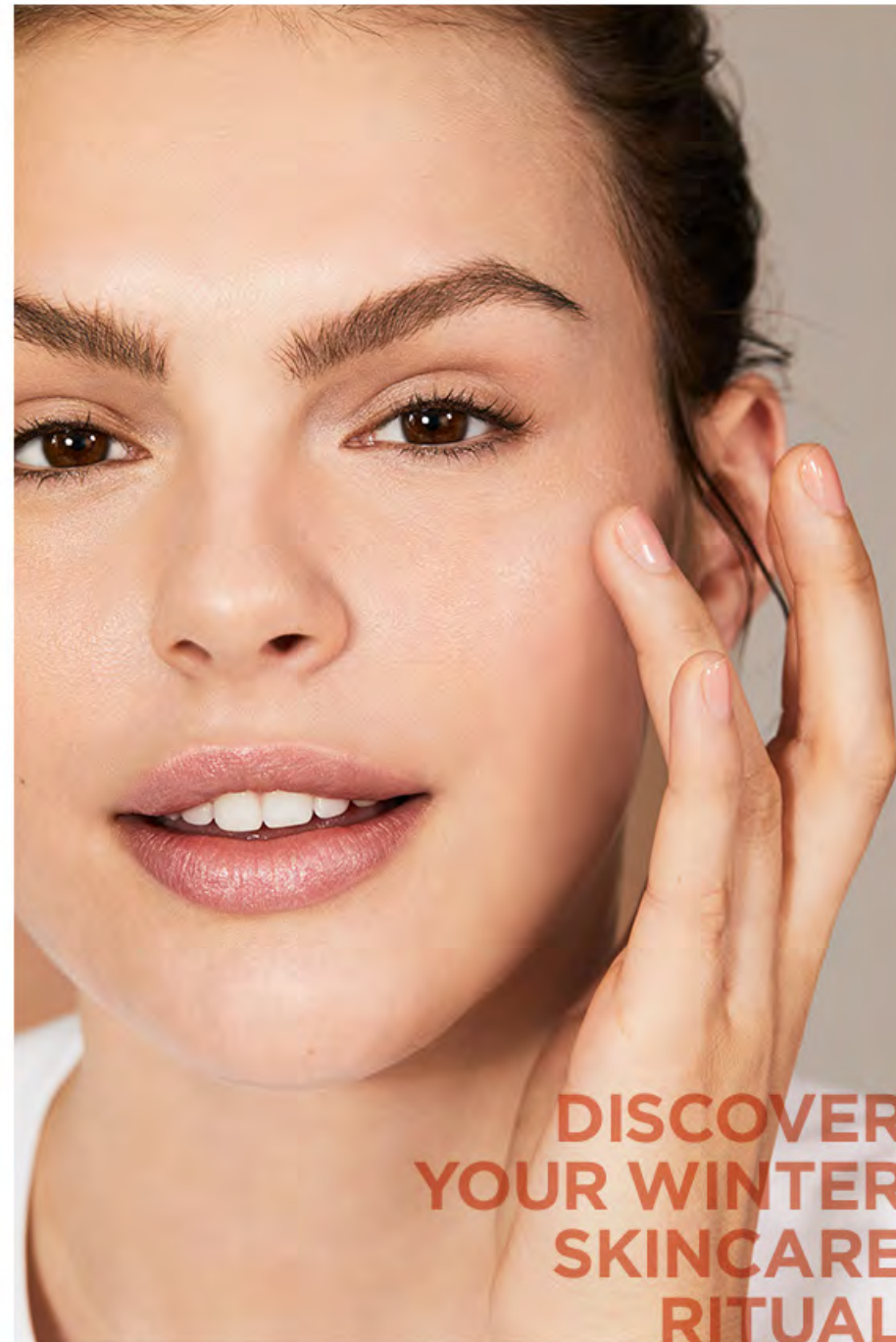
5. Protect:

REVLON/ELIZABETH ARDEN
ART DIRECTION - DIGITAL

Email for Australia market
Prevage skincare routine.

Jasmin Ureña

Elizabeth Arden
NEW YORK



DISCOVER
YOUR WINTER
SKINCARE
RITUAL

VISIT THE ELIZABETH ARDEN COUNTER AT
MYER ROBINA TO RECEIVE YOUR FREE
SKINCARE CONSULTATION.

SHOP NOW



REVLON/ELIZABETH ARDEN
ART DIRECTION - DIGITAL

Email for Australia market.
Skincare ritual for winter.

Jasmin Ureña



March On

All proceeds of our special edition lipstick go to UN Women.



MARCH ON WITH REESE WITHERSPOON

We are proud to be working with Reese, our Storyteller-in-Chief, who is a passionate advocate for women. She is also a successful actor, producer and entrepreneur.



UN Women is a champion for women and girls around the world.


The organization is dedicated to gender equality and empowerment of women.

In support of



MARCH ON WITH OUR SPECIAL EDITION LIPSTICK

Reese chose Beautiful Color Moisturizing Lipstick in Pink Punch, a pink that makes a powerful statement.



MARCH ON IN OUR FOUNDER'S FOOTSTEPS

In 1912, Elizabeth Arden marched down 5th Avenue for equality and handed out red lipstick to the suffragettes as a symbol of solidarity.

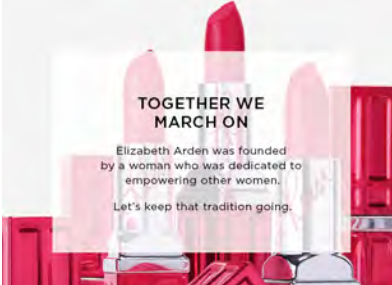
Today, we're encouraging women to empower other women around the world by gifting this year's special edition lipstick in Pink Punch.



TOGETHER WE MARCH ON

Elizabeth Arden was founded by a woman who was dedicated to empowering other women.

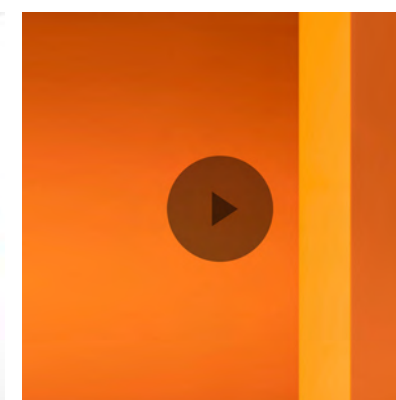
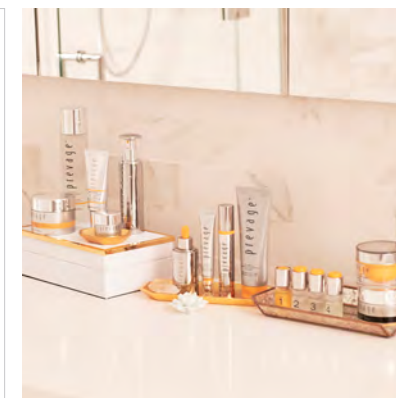
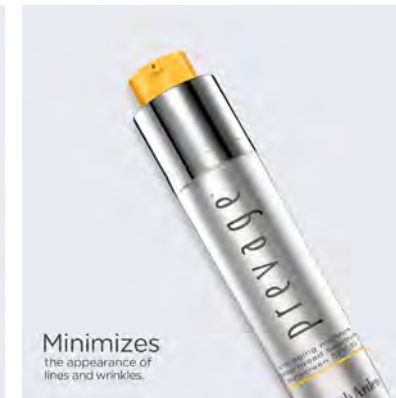
Let's keep that tradition going.



REVLON/ELIZABETH ARDEN
ART DIRECTION - UI/DIGITAL

E-Retail - United States
Amazon BTF/A+ Content
Mobile version.

Campaign for Women's History month in support of UN Women.



REVLON/ELIZABETH ARDEN
ART DIRECTION - DIGITAL

E-Retail - United States
Amazon ATF Content
Desktop version.

Prevage update across
all sku's.

Elizabeth Arden
NEW YORK

SUPERSTART

Boost Your Way to Radiant,
Healthy-Looking Skin



SUPERSTART FORMULAS CONTAIN
POWERFUL PROBIOTICS
TO HELP RESTORE SKIN'S NATURAL BALANCE.

[LEARN MORE](#)



SUPERSTART SKIN
RENEWAL BOOSTER

**BOOST THE
CONDITION
OF YOUR SKIN'S
SURFACE**

[LEARN MORE](#)

SUPERSTART
PROBIOTIC CLEANSER
-WHIP TO CLAY-

**INFUSE SKIN
WITH PROTECTIVE
PROBIOTICS**

[LEARN MORE](#)



SUPERSTART PROBIOTIC
BOOST SKIN RENEWAL
BIOCELLULOSE MASK

LEAVES SKIN LOOKING
**SMOOTH,
LUMINOUS
AND MORE
YOUTHFUL**

[LEARN MORE](#)

REVLON/ELIZABETH ARDEN
ART DIRECTION - DIGITAL

Email for New Zealand market.
Re-support email for Superstart
product line. Includes toolkit and
other assests.



katespadeny
Empire State Building [Follow](#)

14,287 likes

katespadeny #tbt to the day we shot the holiday #missadventure with @zosiamamet and @realmisspiggy. and i said "hellllooo" to this pretty clutch.

view all 47 comments

rmcasale @skrothapelli ugh I wish betravels Very nice photo! We like it 😊

olinatatyana That's what I am holding in my hand right now! Love it! 🍷

nyc_sterlingclad_usa Wonderful :)

andreev.iya.sergeevich 🍷

alvcl is there an exclusive arrangement with apple? I would love some Samsung compatible accessories.

project_orphans Great post!

decorativetouch Lovely!

shanas_collections Significant!

darthsmooth42 🍷

Log in to like or comment.



katespadeny
Empire State Building [Follow](#)

26,050 likes

katespadeny #tbt to my day on the set of #missadventure...which amounted to me making wish lists on the set of #missadventure. this little piggy is on it.

view all 140 comments

lisamartini2 Who said pigs couldn't fly 🍷

dremy.dm I love this piggy! @shannonkrall

supom1965 Flying pig or angel pig? Doesn't matter to me because, I lovvvvvvve it 🍷

thelegobackpacker Nice pic!

mdisgrace66 @zamarrakatie of course we do!

thesocialchic You need this! @anabrib

juzliv @kimchong27 you're so right! Want!

Log in to like or comment.



katespadeny
Empire State Building [Follow](#)

28,314 likes

katespadeny dear @realmisspiggy, @zosiamamet and @manrepeller: you won't mind if I get this faux fur coat too, will you? #missadventure

view all 170 comments

jayjayyy_12 @trinisbeautypicks

sebnours Omg

caracoolis @cinba_liha 🍷🍷🍷🍷🍷🍷

🍷 to apaixonada 🍷

shravaniveena Haaaa want. @one_among_none

hannaparsons6 @hannahannah13 omg this is perfect

rehamalmosalteer @raghadalmosalteer

shengo94 🍷🍷🍷

piamenasmash Lame

fliazavr Doppel 🍷

dianamariewhite 🍷

Log in to like or comment.



katespadeny
Empire State Building [Follow](#)

22,968 likes

katespadeny why hello there. you gorgeous phone case. (another snippet from my #missadventure set day wish list.)

view all 73 comments

burt_tini Will yall ever get phone cases for android? 🍷 @katespadeny

rob_kitty @tailglassofmilk I know I know!!!! 🍷🍷

traeparis Android please!!!

anfimer_luna_roman_c 🍷🍷🍷🍷🍷 @diani1209

beautyfulpage Smile more! 🍷 Check us out!

diani1209 I love it 🍷 @anfimer_luna_roman_c

sabrinafashionsens 🍷🍷🍷🍷🍷

laurenstiltner @isabeth_anne need

Log in to like or comment.

**KATE SPADE
DESIGN/ART DIRECTION**

Social Media campaign for Miss Piggy. Images shot at Empire State building capturing Miss Piggy getting ready for the party.



**KATE SPADE
DESIGN/ART DIRECTION**

Cinematic Pin for Pinterest.
As the viewer scrolls up and
down, Miss Piggy looks
up and down in sync.

PLACE PRICE HERE

black DIAMOND
PIGMENT COMPLEX
8HR

LASTING FINISH
LIPSTICK

NEW **LASTING FINISH**
LIPSTICK

8 HR INTENSE WEAR COLOUR

DESIGNED BY **KATE MOSS**

Kate

14844

NEW

SCANDALEYES
WATERPROOF KOHL KAJAL EYE LINER

LINER

SMUDGE-PROOF PRECISION PENCIL

003S82660

NEW

VOLUME LIFT

SCANDALEYES
SHOW OFF

PLACE PRICE HERE

SCANDALEYES
LYCRA flex
MASCARA

PLACE PRICE HERE

003S82080

NEW **FIBER** FORMULA LENGTHENS LASHES

SCANDALEYES
MASCARA

PLACE PRICE HERE

PLACE PRICE HERE

EXAGGERATE
WATERPROOF
EYE DEFINER

SCANDALEYES
WATERPROOF
KOHL KAJAL EYE LINER

NEW

SOFT KOHL
KAJAL EYE LINER

SPECIAL EYES
PRECISION EYE LINER

PROFESSIONAL
EYEBROW PENCIL

EYE PENCILS

002S83680

COTY
IN-STORE SIGNAGE - PRINT

Aisle descriptors

Rimmel London

Jasmin Ureña

RIMMELLONDON.COM

Kate

THE ICONIC FALL COLLECTION
CREATED BY KATE MOSS
AVAILABLE IN 10 SHADES

NEW LASTING FINISH SHADES

ALL ABOUT COLOUR!

KATE WEARS SHADE 06

RIMMEL
GET THE LONDON LOOK

SHADE 06

©2012 COTY, INC.

RIMMELLONDON.COM

FLEXIER LASHES

NEW SCANDALEYES LYCRA FLEX MASCARA

WEIGHTLESS LYCRA FORMULA
WRAPS EVERY LAST LASH
WITH FULL & SUPPLE VOLUME
BUILDABLE BIGNESS FROM DAY TO NIGHT
LAYER IT ON THICK AS YOU DARE!

RIMMEL
GET THE LONDON LOOK

50% LARGER BRUSH

GEORGIA MAY JAGGER wears Scandaleyes Lycra Flex in shade 001 Black. LYCRA is a registered trademark of INVISTA and is used under license to COTY. *Compared to Volume Flash The Mascara.

©2012 COTY, INC.

COTY
ADVERTS - PRINT

Newspaper and Magazine ads

RIMMEL
LONDON

**UP TO 6 HOURS
SHINE + COLOUR**

STAY & GLOSSY
UP TO 6 HOURS
LAST & SHINE
LIPGLOSS

**GEORGIA
MAY JAGGER**

**COSMOPOLITAN
BEAUTY AWARD
WINNER 2011**

besties
WINNER!
2011

COTY

INSTORE SIGN - OVERHEAD

Lip Gloss

Rimmel London



COTY
IN STORE SIGN - PRINT
Mascara

Rimmel London

TIGI



BED HEAD

ROCK A HOLIC

CAT WALK

TIGI



BED HEAD FOR MEN

S FACTOR

COLOUR WITH STYLE

REDKEN
SALON STORE SIGNAGE - PRINT

Tigi - Bedhead

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TRY REDKEN'S FIRST DRY SHAMPOO!

NEW POWDER REFRESH 01 aerosol hair powder/
dry shampoo

REDKEN
5TH AVENUE NYC

GET INSPIRED. BE PART OF IT.
REDKEN.COM

NEW POWDER REFRESH 01

aerosol hair powder/
dry shampoo

REDKEN
5TH AVENUE NYC

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REDKEN.COM

REDKEN
IN-STORE SIGNAGE - PRINT

Aisle interrupter



PUREOLOGY
serious colour care

NEW MUST-HAVES
FROM COLOUR STYLIST
SAVE 25%
ON TRIAL KIT



All rights reserved. 2011

REDKEN
IN-STORE SIGNAGE - PRINT

POS

Pureology

50% OFF NEW COLOUR STYLIST
ANTI BREAKAGE TWIST OR ILLUMINATING CURL
WITH THE PURCHASE OF HYDRATE SHAMPOO & CONDITION

All rights reserved. 2011. Pureology Research, LLC

Jasmin Ureña

FINE FRAGRANCE EXCLUSIVE!

¡OFERTA EXCLUSIVA
DE FRAGANCIAS FINAS!

2 ^{\$} **30**
for
por

Signature Collection Eau de Toilette

Save up to \$29 Ahorra hasta \$29



NEW!



**Triple
Moisture
Body Cream**

**Crema
Corporal con
Humectante Triple**

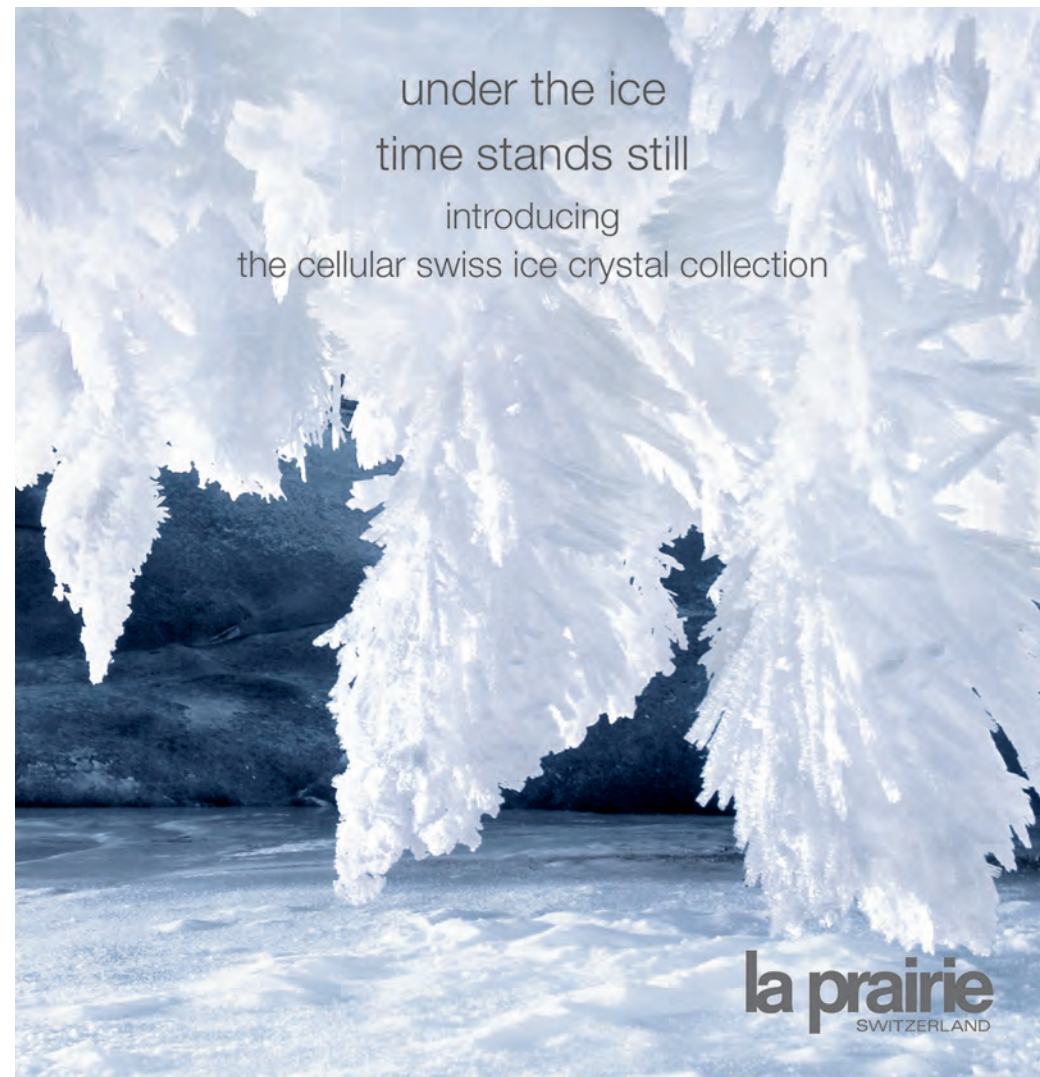
**SMOOTHER
SKIN IN
30 DAYS!
GUARANTEED.**

**¡TE GARANTIZAMOS
UNA PIEL MÁS SUAVE
EN 30 DÍAS!**

\$6
Save \$6
Ahorra \$6

BED BATH & BODY WORKS
IN-STORE MENU BOARDS - PRINT

Bilingual
The Limited Brands



LA PRAIRIE
1:1 BANNERS - DIGITAL

E-Retail, E-Comm & Social Media Content