

Jale Natalia Bonilla

CREATIVE MANAGER & DESIGNER

jalebonilla.com

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301.281.7108

REFERENCES AVAILABLE UPON REQUEST

About

I'm an impact-oriented designer and creative manager who translates dynamic voices into meaningful and creative solutions.

For over six years, I've dedicated my career to helping others cultivate genuine stories that enhance their business and ideas. Whether on my team or with my clients, I thrive off guiding others toward achieving their creative growth.

Through effective visual communications and strategy across diverse mediums and purpose-driven enterprises, I've established expertise in brand building, project management, and turning design concepts into compelling narratives that generate prosperous outcomes.

Experience

CREATIVE MANAGER | MOM'S ORGANIC MARKET

Rockville, Maryland | March 2022 – Present

Conceptualizing and executing the company's brand vision through a fusion of leadership, art direction, and graphic design. Manage budgets, schedules, and workflows for all creative projects while developing strategies and overseeing the execution of design work.

Lead a small and mighty team of designers and provide guidance and feedback via weekly 1:1s and constant collaboration. Oversee and delegate project statuses, timelines, and requirements. Work closely with the CBO and CEO to visually communicate complex subjects through easily accessible solutions.

SENIOR GRAPHIC DESIGNER | MOM'S ORGANIC MARKET

Rockville, Maryland | May 2018 – March 2022

Led the creation of digital and print graphics, email blasts, photoshoots, and brand messaging for various company initiatives in collaboration with the marketing team.

Oversaw logistics and installation for new store opening sign packages by partnering with vendors, implementing design concepts, conducting space planning, and establishing style guides for 20+ stores. Direct the design for all in-store signage, digital and print marketing materials, and environmental graphic design.

GRAPHIC DESIGNER | MOM'S ORGANIC MARKET

Rockville, Maryland | March 2017 – May 2018

Led the design and execution of various collateral on behalf of the company as part of the creative team, including posters, flyers, billboards, private label packaging, store signage packages, cohesive marketing campaign packages, web graphics, and more.

Collaborated closely with the marketing team and print vendors to fabricate print, digital, and web work that strongly upheld MOM's brand ethos and visual identity.

FREELANCE GRAPHIC DESIGNER | JALE CREATIVE

Rockville, Maryland | January 2016 – Present

Work with a diverse range of clients to design and strategize the creation of their brand identities, presentations, print collateral, and beyond.

Manage project timelines, communicate closely with clients, and refine iterations as needed to fulfill my clients' overarching goals and vision.

Education

THE FUTUR

Typography 01 Course

Lettering 01 Course

January 2018 – March 2018

MONTGOMERY COLLEGE

Graphic Design, Certificate

September 2015 – April 2017

UNIVERSITY OF MARYLAND BALTIMORE

B.A. in Psychology

September 2011 – May 2013

Recognition/Honors

MONTGOMERY COLLEGE

Photo composite art featured in Student Art Show

April 2016

MONTGOMERY COLLEGE

Graphic Design, Certificate

Summa Cum Laude

September 2015 – April 2017

UNIVERSITY OF MARYLAND BALTIMORE

Magna Cum Laude

September 2011 – May 2013

WATKINS MILL HIGH SCHOOL

2008 Digital Art Award

May 2008

Skills

Strong knowledge of: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe Lightroom, Adobe After Effects, Adobe XD, Wordpress, Procreate, Keynote, Microsoft Office, Powerpoint, Google apps, Asana

Familiarity:

CSS, Cinema 4D

Languages:

Fluent in English and Spanish

Interests

Outside of work, I like to discover new places, hone my photography skills, nurture my plants, and love on my cat, Luna.