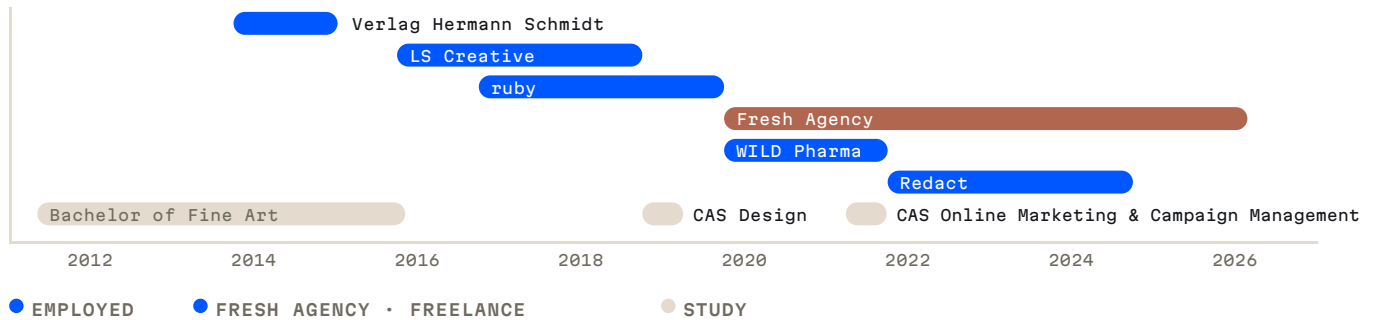


JAZMINE DECARO

Digital Art Director & Creative Technologist. Branding, art direction, social and creative technology — agency, in-house and independent.

[see portfolio](#)

TEN YEARS, PLOTTED



EXPERIENCE

2022 – 2025

Digital Art Director

Redact · Zürich

- Led branding workshops and creative direction across print and digital campaigns
- Introduced AI-driven workflows to improve internal and client projects
- Conceptualized and executed multi-platform social media campaigns

2020 – NOW

Freelancer — Fresh Agency

Own practice · Bern

- Develop brand concepts and facilitate creative workshops
- Design and implement visual communication across print and digital media, including front-end web design
- Manage social media strategy and content
- Founder of Friendly Spaces: the 48-point audit standard, the brand, the app and the analytics dashboard

2020 – 2022

Art Director / Social Media Manager

WILD Pharma · MuttENZ

- Designed and implemented B2C social media strategies and campaigns
- Directed creative production for marketing and communication materials
- Strengthened brand presence through cohesive visual storytelling

2017 – 2020

Art Director

ruby · Zürich

- Developed brand concepts and visual identities
- Designed print materials, layouts, and textile patterns
- Executed front-end web design and digital assets

2016 – 2019

Designer

LS Creative · Bern

- Created graphic assets and handled image editing
- Designed corporate identities and communication materials
- Supported front-end web design projects

2014

Intern

Verlag Hermann Schmidt · Mainz, DE (6 Months)

- Designed book layouts, posters, and visual materials
- Contributed to corporate identity development

WHAT EACH ROLE INVOLVED

	V H S	L S	R U B Y	F R E S H	W I L D	R E D A C T
Art Direction						
Branding & CI						
Graphic Design & Layout						
Web & Front-End						
Social Media						
AI						
Workshops						

EDUCATION, LANGUAGES, INTERESTS

EDUCATION

CAS Campaign Management & Online Marketing
Hochschule Luzern · Feb – Jun 2022

CAS Design Management
Hochschule Luzern · Jan – Jul 2019

Bachelor of Fine Art, Visual Communication
Bauhaus-Universität Weimar · 2011 – 2016

LANGUAGES

English — native
German — fluent
French — B1

TOOLS

Design — Figma, Adobe CC, InDesign
Web & CMS — WordPress, Contao, HTML/CSS
AI — Claude, Claude Code, Chatgpt, Codex:
illustration, concepting, prototyping,
programming and front-end

OUTSIDE THE STUDIO

Hiking, climbing, martial arts
museums, fiber arts, & travel