



CREATIVE

Director
Luxe Brand Creator
Designer
Marketing Expert



Tel: 626.483.7189

Email: jessica.unamuno@gmail.com



JESSICA UNAMUNO (oo-nah-moo-no)

Is a seasoned Creative Director and Brand Designer with 12+ years of industry experience leading door breaking creative for high-touch, culture-driven brands. Since 2016, has headed the creative department at New World LA, creating brands and directing campaigns for iconic businesses like Ready Set Jet Beauty (first ever space-certified skincare) Real Life Co, Captain Lee, Sarah Jane, GoPro, T-Mobile, Boost Mobile, Ethika, and more.

SKILLS	• Art Direction • Creative Strategy Direction • Branding • Marketing • Team Management • Conceptual Development • Digital and Physical Design • Web design, Development, UX • Illustration & Storyboarding	SOFTWARE	Design: Adobe Suite Figma Sketch Canva Marketing: Klavyio Flodesk Mailchimp Meta Ads Manager Google Ads Later Planoly Hootsuite Presentation: Keynote Google Slides PowerPoint Miro Team: Asana Trello Monday Notion Slack Google Workspace Web & UX: Wix Shopify WordPress Squarespace Kujabi Framer Figma Webflow AI: Adobe Firefly Midjourney DALL·E Runway ML Canva AI Descript ChatGPT Jasper Copy.ai + more
WORK HISTORY		EDUCATION	FIDM AA, 2015

New World LA Agency: Creative Director, 2015- Present

- Lead and manage multidisciplinary creative teams across branding and digital campaigns
- Oversee and align creative development from concept to execution
- Foster strong client relationships through strategic direction, creative consultation, and consistent delivery of high-impact results

Recon Grp (now Reimagine Grp) : Senior Designer & Creative Team Lead, 2015-2016

- Produced brand-led products, custom apparel, trade-show displays, and design proofs for B2B, B2C, Retail, and Merchandising sectors
- Directed the creative, production, and logistics teams
- Developed, designed, and campaigned new brands

NEW
WORLD
LA

RECON
GRP