



JASMINE SMITH

I'm a diligent designer with over ten years of design experience in multiple disciplines. I am currently employed as a Senior Graphic Designer at CBRE, a commercial real estate service, and investment firm located in Tysons Corner, Virginia. As a designer at CBRE, I focus on a wide variety of projects, from presentation books, flyers, brochures, marketing boards, direct mail pieces, PowerPoint presentations to event materials, event planning, developing themes, and managing vendors.

I am a graduate of the University of Baltimore's Publication Design (M.A.) program, to which I matriculated after moving to the DC area from California. While I have a strong focus on print and layout design, I also excel in website design. I am a hard worker with the ability to juggle multiple projects of varying sizes while maintaining sharp attention to detail. I value my work ethic and open lines of communication. I'm passionate about design and appreciate the challenge of finding creative solutions to meet every client's need.



EXPERIENCE

- 2022 – Present

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CBRE

Senior Graphic Designer

RFPs, OMs, Liquid Galaxy, presentation design, direct mail pieces, eblasts, event materials, event planning, developing themes, and managing vendors
- 2018 – 2022

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CBRE

Graphic Designer

Print and online materials: presentation books, flyers, brochures, marketing boards, direct mail pieces, eblasts, PowerPoint presentations, and event materials
- 2017 – 2018

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THINKFUN INC.

Layout Designer

International translation layouts, catalog/marketing graphics, product packaging, web/email graphics, product mock-ups/prototypes, and art proofing
- 2014 – 2017

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THINKFUN INC.

Jr. Graphic Designer

Product packaging, web/email graphics, product mock-ups/prototypes, and art proofing
- 2013 – 2016

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ROCHE MOLECULAR SYSTEMS

Freelance Designer

Power Point presentation design, posters, name tags, and binder tabs for International Microbiology Communications Launch

EDUCATION

- 2013 - 2017

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UNIVERSITY OF BALTIMORE

MA, Publications Design

Baltimore, MD
- 2009 - 2013

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CAL STATE UNIVERSITY, EAST BAY

BA, Mass Communications

Hayward, CA

CONTACT

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925.699.5209
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jasmine@jasminesmithdesign.com
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jasminesmithdesign.com

SKILLS

DESIGN	TOOLS
• Print & Layout Design • Branding & Identity • Presentations • Project Management • Business Strategy • Email Campaigns	• InDesign • Illustrator • Photoshop • Premiere Pro • After Effects • Basic HTML/CSS

AWARDS

CBRE
2021 Employee Of The Year – Tysons, VA

“She’s always smiling, poised, and collected. Her can-do-energetic attitude makes working with Jasmine a joyful experience. Jasmine’s work is consistently best in class producing high-quality projects while meeting every deadline sent her way. Her commitment to our clients has allowed Jasmine to grow and to find creative solutions to client needs. Among her peers Jasmine is the leader, her welcoming approach allows those she mentors to feel supported in their work.”

RANDOLPH AVERY MEMORIAL FUND
2017 Ampersand Award

“The Ampersand Award honors a graduate student whose work best exemplifies the spirit of the Publications Design program, exhibiting exceptional levels of achievement in writing, design, and technology.”

1

THE BORO LOFT: BROCHURE

Marketing brochure for one of our current building at The Boro, in Tysons Corner, VA.

[Click here to view full brochure](#)



2

THE BORO: CAMPAIGN

An eblast and ad for The Boro in Tysons Corner, VA. The ad was also published in the Washington Business Journal.



♥ Q
♥ 667 likes
theborotysons It's Taco Tuesday every day at #TheBoroTysons



♥ Q
♥ 508 likes
theborotysons Your morning – elevated #TheBoroTysons



THE BORO[®]
TYSONS

SEE WHAT'S COOKING

Follow @TheBoroTysons for exciting retail announcements!



♥ Q
♥ 558 likes
theborotysons Get a Boro boost #TheBoroTysons



♥ Q
♥ 629 likes
theborotysons Green with lunch envy! #TheBoroTysons

THE MERIDIAN GROUP

theborotysons.com

CBRE



METLIFE: RFP

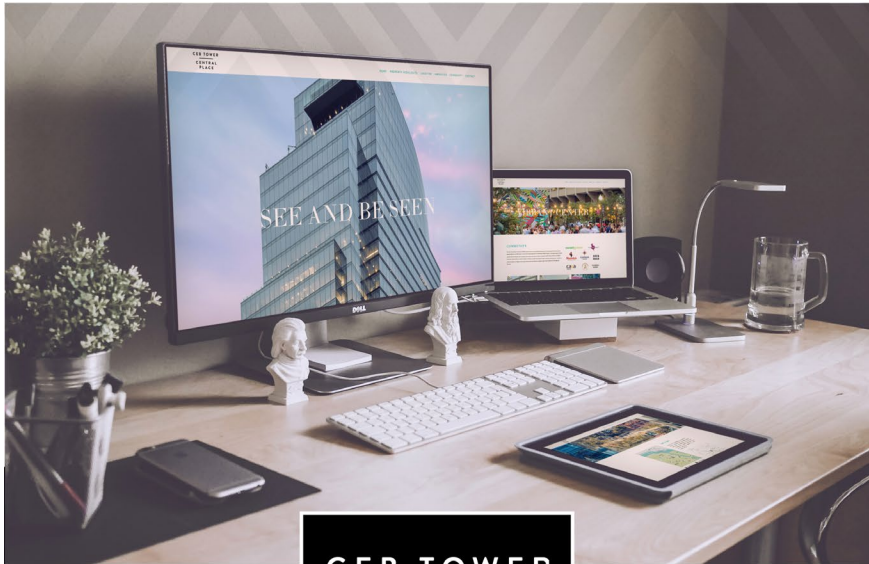
A digital request for proposal.



4

CENTRAL PLACE: EBLAST/WEBSITE

Eblast announcements for the newly redesigned Central Place Website.
Website created via SquareSpace.



CEB TOWER
CENTRAL
PLACE

WE HAVE
ARRIVED

WE ARE PLEASED TO
ANNOUNCE THE LAUNCH OF
OUR BRAND NEW WEBSITE!



 JBG SMITH

[CENTRALPLACEOFFICE.COM](https://centralplaceoffice.com)





WE HAVE
ARRIVED

WE ARE PLEASED
TO ANNOUNCE THE
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BRAND NEW WEBSITE!



 JBG SMITH

[CENTRALPLACEOFFICE.COM](https://centralplaceoffice.com)



CEB TOWER
CENTRAL
PLACE

OUR NEW WEBSITE
IS NOW LIVE!



WE HAVE
ARRIVED

 JBG SMITH

[CENTRALPLACEOFFICE.COM](https://centralplaceoffice.com)

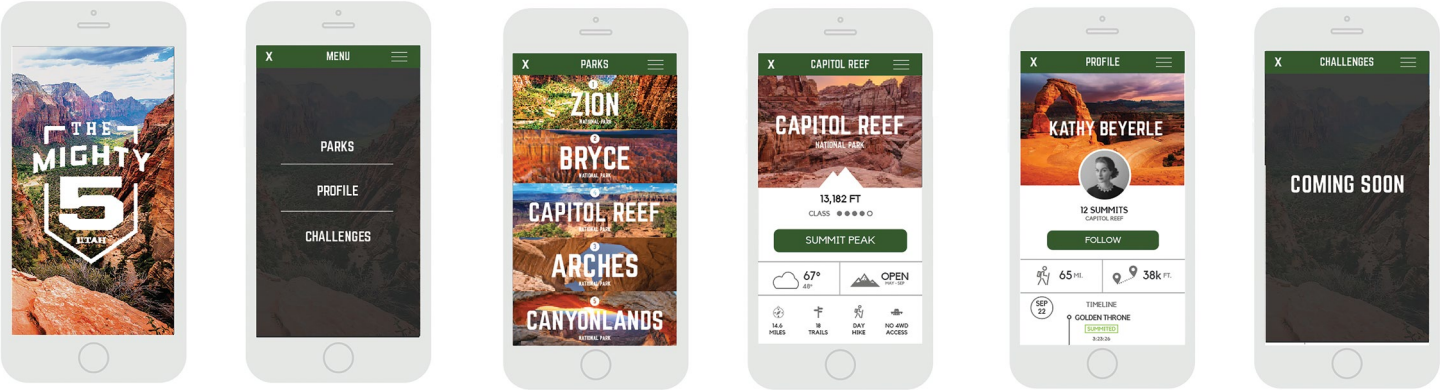
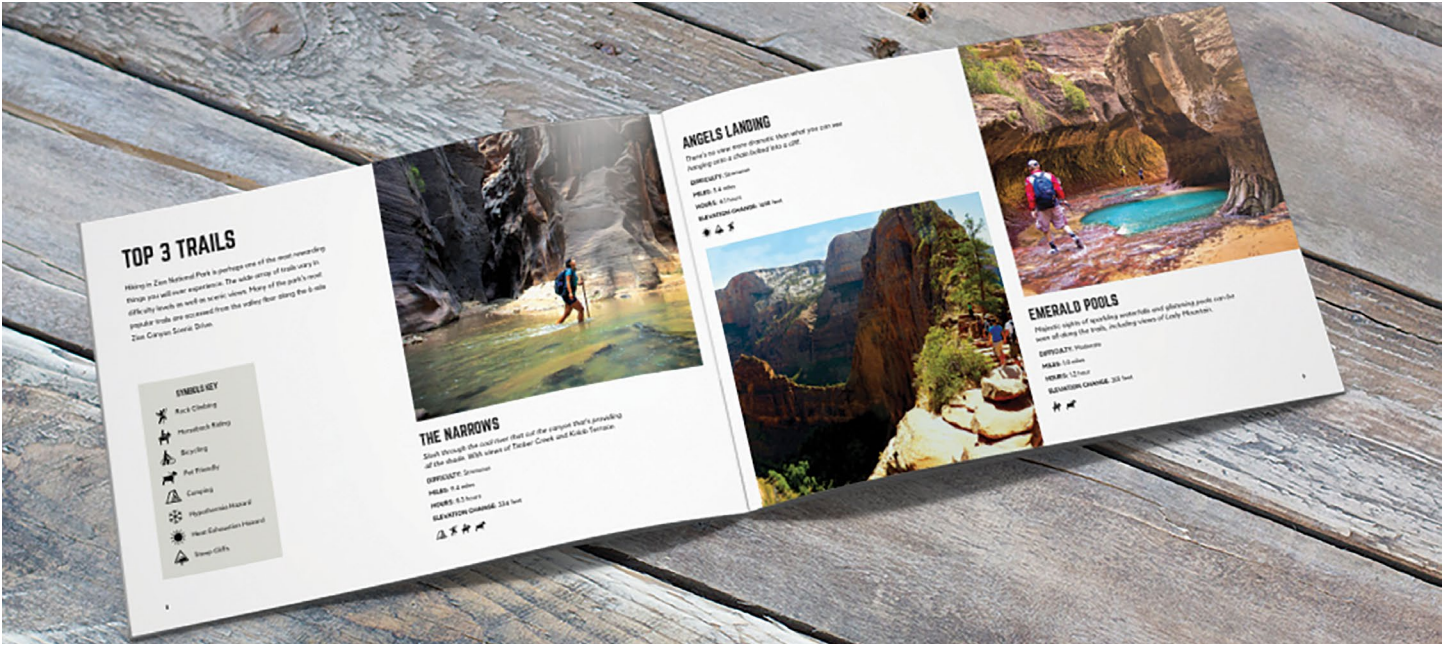
1201 WILSON BOULEVARD ARLINGTON, VA 22209

5

THE MIGHTY 5: UTAH

The Mighty 5 national parks in Utah draw several million visitors from around the world each year to marvel at surreal scenery and unforgettable activities. This publication is a guide to the top 5 National Parks in Utah: Zion, Bryce Canyon, Arches, Capitol Reef, and Canyonlands.

[Click here to view full publication](#)



DEPLAR FARMS

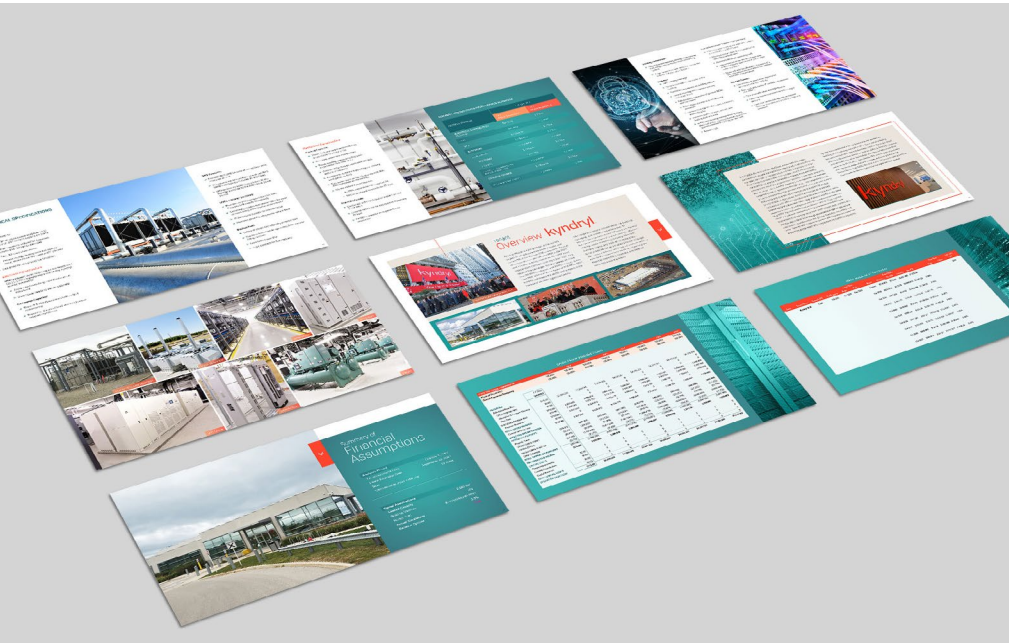
Invitation and client agenda information for a data center retreat at Deplar Farms in Iceland.



7

KYNDRYL: PRESENTATION

A digital offering memorandum for Kyndryl proposing a development opportunity in Barrie Canada.



8

BEER GUIDE:
ALES

From blonde ales to stouts, this field guide explores the different types of ales. While each unique in their own way, this guide will help users understand the differences between each ale while identify their key characteristics.

[Click here to view full publication](#)



9

OFFICINA: SAVE THE DATE

Save the date for a data center event in Washington, DC.



SAVE *The* DATE



SPRING COCKTAIL RECEPTION

Hosted by: Northern Virginia
Data Center Team

MAY

| 24 |

2023

5:00 - 8:00 PM

OFFICINA

1120 Maine Ave SW, Washington, DC 20024

Please join us for an evening cocktail reception with other industry professionals on DC's waterfront.

Drinks and light appetizers will be provided.
Invitation only, please RSVP.

We are looking forward to seeing you there!

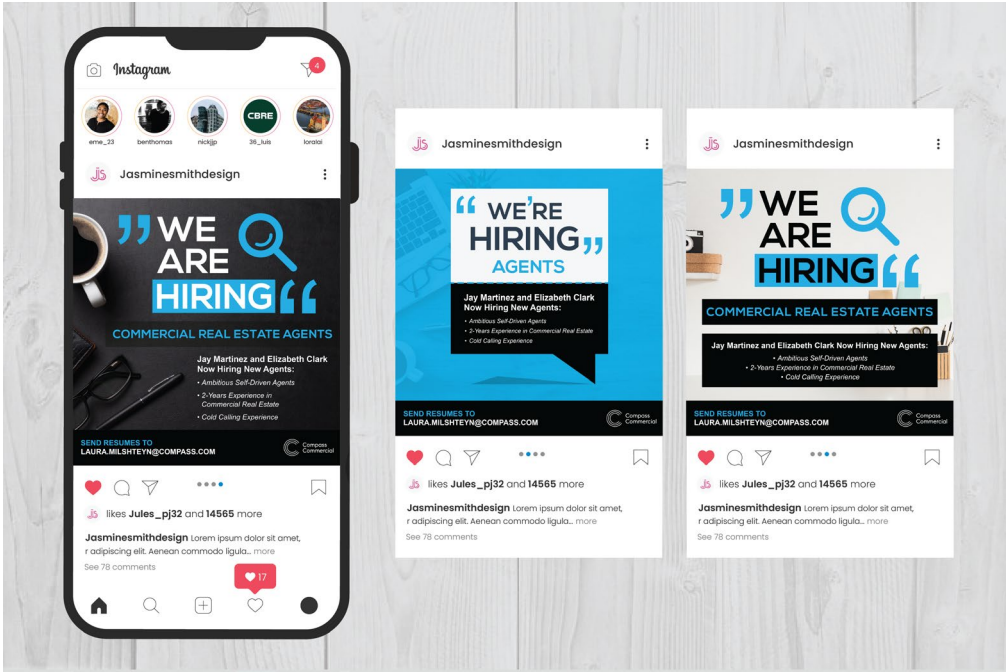
*Rob Faktorow, Jamie Jelinek, Josh Greenberg,
Anna Faktorow, Stu Dyer, Caroline Teitelbaum*

RSVP HERE

10

COMPASS: INSTAGRAM

Instagram posts for
Compass Commerical
adversiting position openings.



“WE ARE HIRING”

COMMERCIAL REAL ESTATE AGENTS

Jay Martinez and Elizabeth Clark
Now Hiring New Agents:

- Ambitious Self-Driven Agents
- 2-Years Experience in Commercial Real Estate
- Cold Calling Experience

SEND RESUMES TO
LAURA.MILSHTEYN@COMPASS.COM



“WE'RE HIRING”

AGENTS

Jay Martinez and Elizabeth Clark
Now Hiring New Agents:

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SILVER LAKE: BROCHURE

Marketing brochure for a retail
space in Los Angeles, CA.



12

THINKFUN: BACKSPIN

Relaunch of an old product. Redesign of the product logo and packaging to best convey a more modern aesthetic for the game.



13

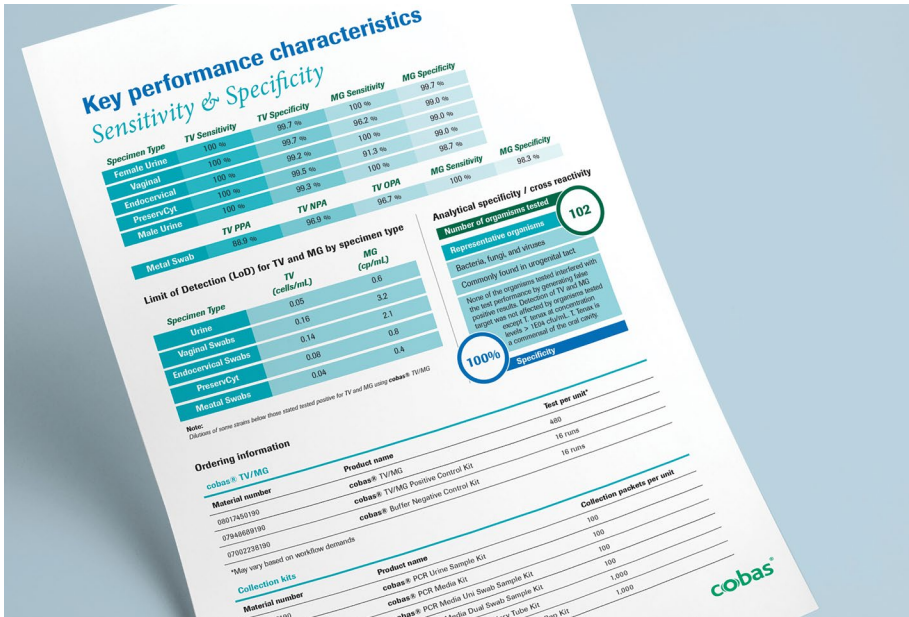
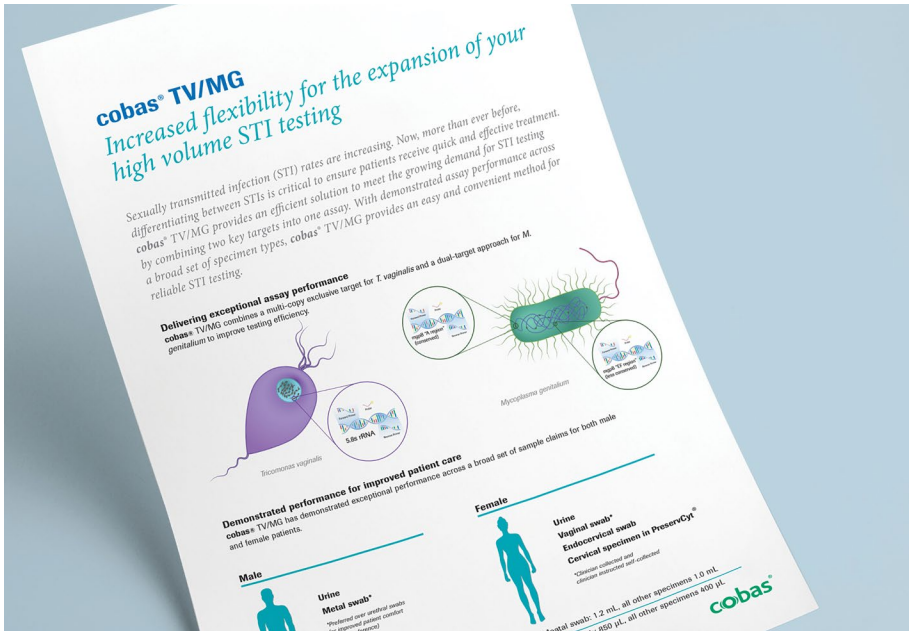
THINKFUN: GOOGLE ADS

Google ads and banners to advertise the new and upcoming games at ThinkFun.



ROCHE A4 POSTERS

Freelance design work for Roche Molecular Systems—medical diagnostic product manufacture. Turing PowerPoints and Word documents into informational posters, infographics, and binders.



15

SKIRTING THROUGH TYPE

From hoop skirts to mini skirts, this publication explores the world's most iconic typefaces and fashion trends, starting from the High Renaissance extending through the Digital Age. While type is unique in many ways, this publication will help show the common thread that intertwines these two very different concentrations into one.

[Click here to view full publication](#)





JASMINE SMITH PORTFOLIO

 925.699.5209  JASMINE@JASMINESMITHDESIGN.COM  JASMINESMITHDESIGN.COM