

Jaqueline Dean

Digital Art Portfolio

2026

Jaqueline Dean

Graphic Designer | Brand & Marketing Designer

Charleston, SC

Portfolio: www.jaquelinecharlestonart.com

Email: jaquelinecharlestonart@gmail.com

Multidisciplinary Graphic Designer and Marketing Coordinator with experience across branding, apparel, editorial layout, web design, and digital marketing. Proven ability to create cohesive visual systems that translate seamlessly across print, web, social media, and physical products. Experienced working in fast-paced environments, collaborating cross-functionally with marketing, editorial, and leadership teams to bring concepts from ideation through production.

Core Skills

Branding & Visual Identity

Apparel & Product Design

Editorial & Publication Layout

Website Design & Visual Systems

Digital Marketing & Campaign Design

Social Media Design

Logo Design & Illustration

Print Production & Prepress

Adobe Illustrator, Photoshop, InDesign

Web & E-commerce Visual Design

Professional Experience

La Mer Luxe / Escapada Living

Graphic Designer | Digital Marketing Coordinator

Charleston, SC

- Redesigned the La Mer Luxe website, including homepage, collection pages, and promotional layouts
- Created the Escapada Living website from concept through launch
- Designed seasonal lookbooks, line sheets, catalogs, and promotional print materials
- Created digital assets for email marketing, social media, and web campaigns
- Maintained brand consistency across web, print, social, and wholesale touchpoints
- Supported seasonal launches, trade shows, and wholesale marketing initiatives

Headlines Over Sidelines

Graphic Designer | Marketing Coordinator

- Designed full magazine layouts including covers, feature spreads, and recurring editorial sections
- Developed a cohesive visual system for monthly publications
- Created digital marketing assets, social media graphics, and promotional materials
- Collaborated with editors, writers, and marketing leads to align visual storytelling with editorial voice
- Balanced high-volume content with strong hierarchy and readability across print and digital formats

The Lift Box / Mission Ready Nutrition

Senior Graphic Designer | Apparel & Brand Design

- Designed monthly apparel graphics for a subscription-based fitness brand
- Concepted visual themes, slogans, and illustrations aligned with brand voice
- Created print-ready vector and organic-style illustrations optimized for screen printing
- Designed supporting marketing layouts for social media and digital campaigns
- Collaborated with marketing, leadership, and production teams on final designs
- Integrated customer feedback and engagement insights into final apparel selections

Branding & Logo Design (Selected Work)

- Developed brand identities including logos, typography, and icon systems
- Created primary logos, sub-brand marks, and campaign logos
- Designed scalable vector assets optimized for print, digital, and apparel
- Delivered cohesive logo systems supporting multi-platform use

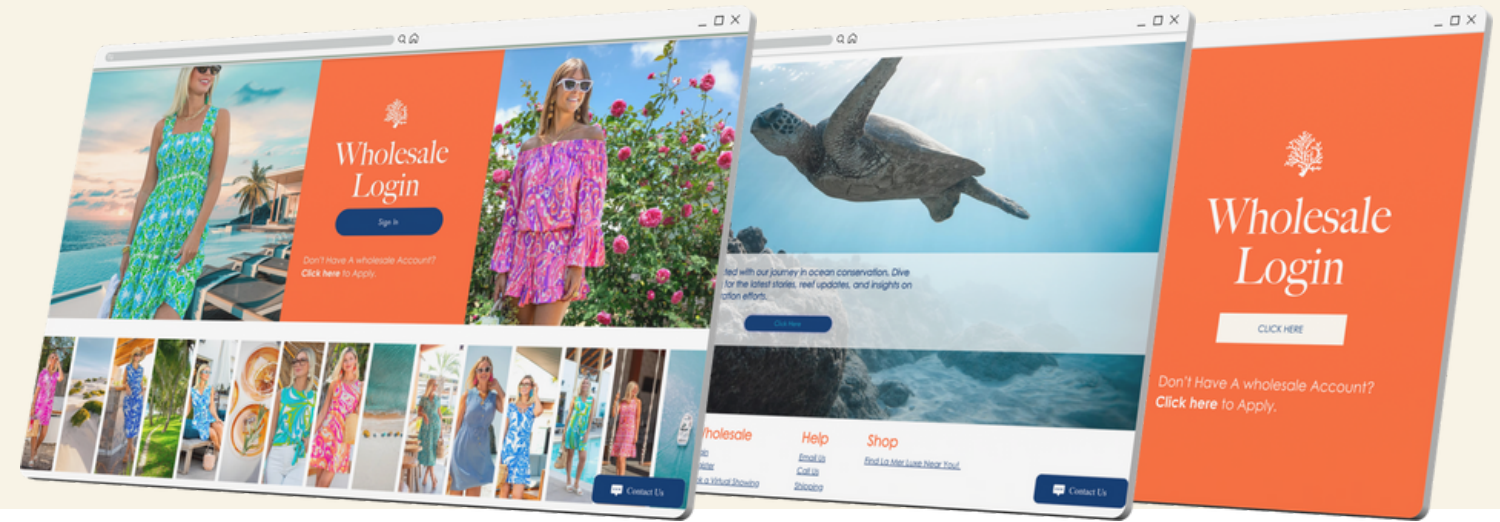
Education

Associate Degree — Graphic & Web Design

The Art Institute of Charleston

Bachelor of Arts — Psychology

South University



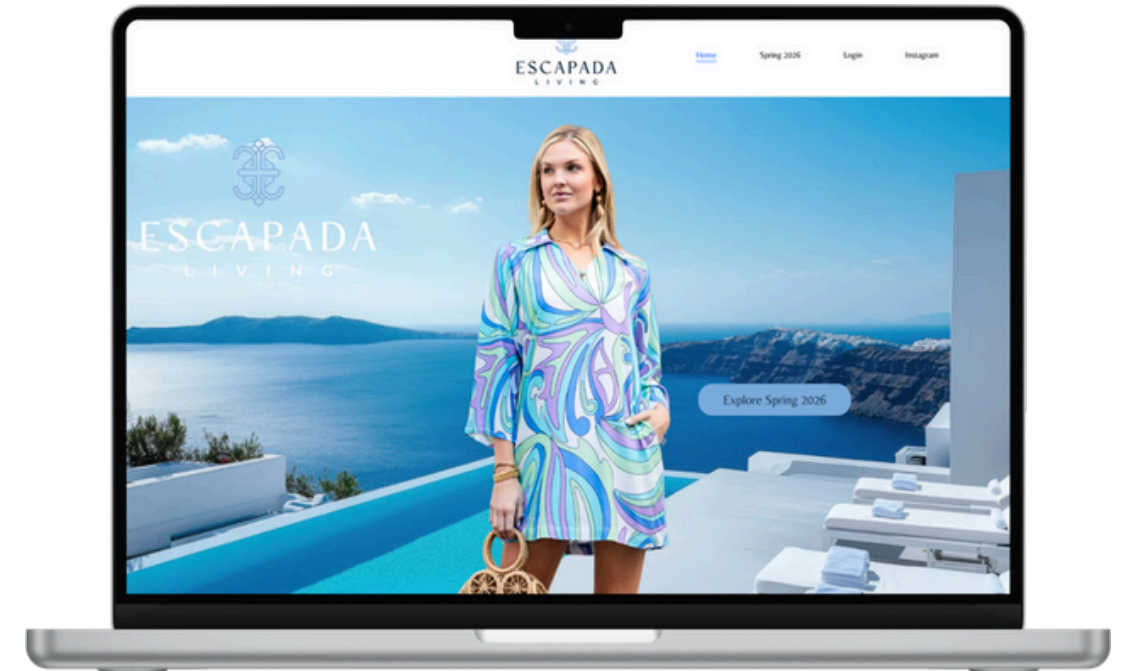
Website Design

la mer luxe & Escapada Living
Graphic Designer | Marketing coordinator

@la_mer_luxe
www.lamerlux.com www.escapadaliving.com

Website Design & Visual Systems

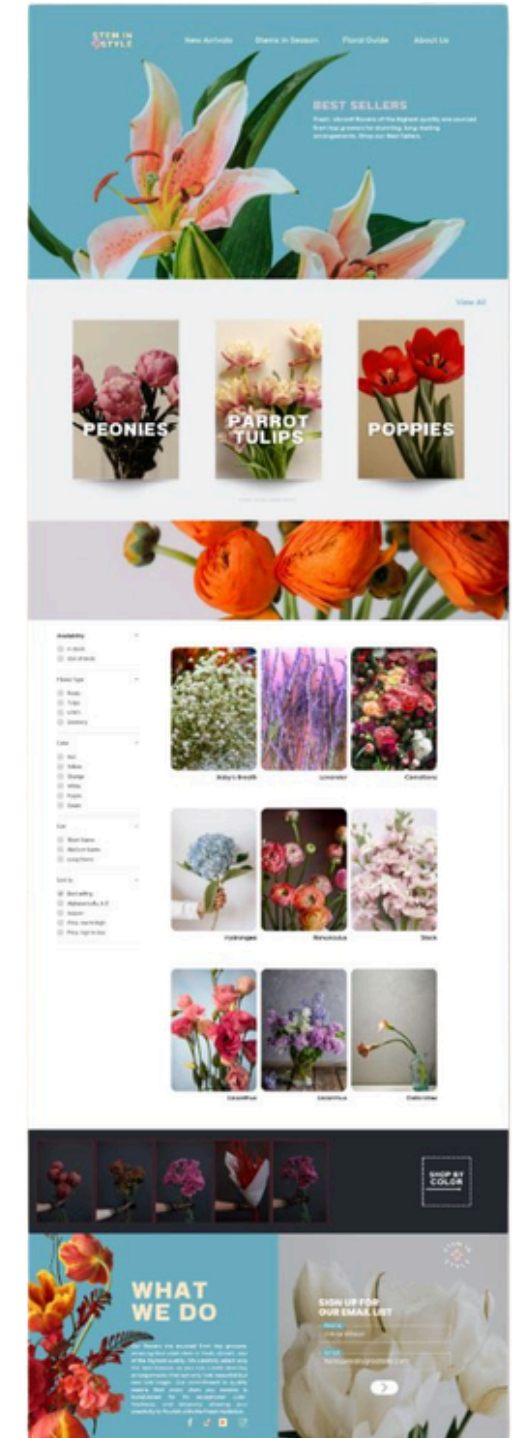
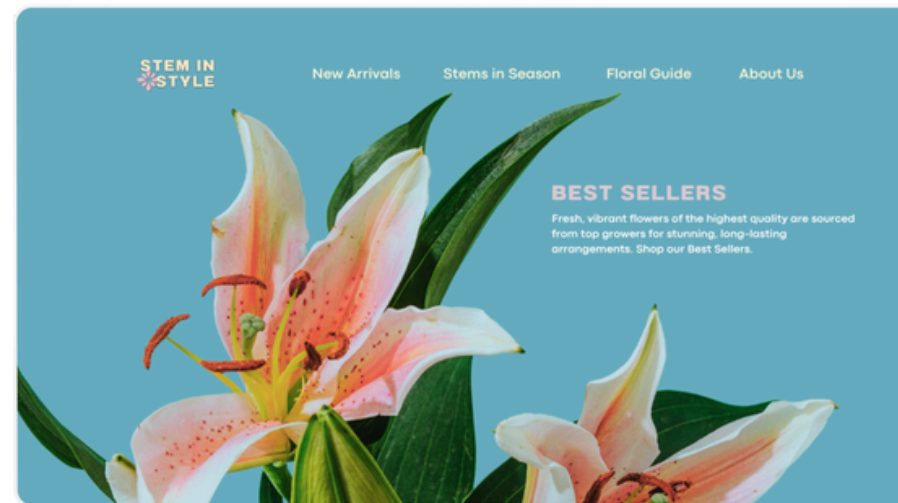
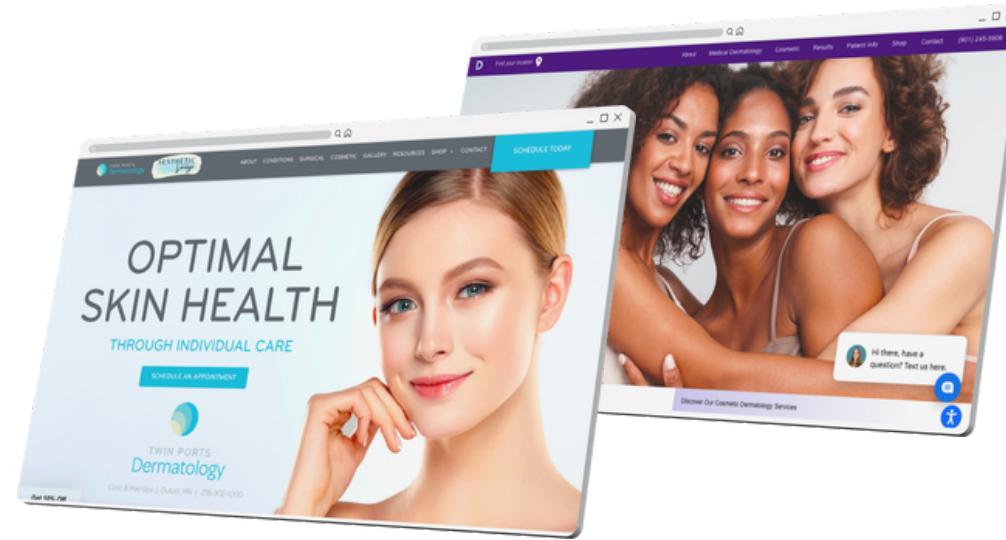
I led the redesign of the La Mer Luxe website and created the Escapada Living website, translating both brands into cohesive, user-focused digital experiences that support e-commerce, wholesale, and storytelling.



Website Design

Responsibilities & Contributions:

- Redesigned the La Mer Luxe website, including homepage, collection pages, and promotional landing pages
- Created the Escapada Living website from the ground up, establishing layout structure, visual hierarchy, and brand flow
- Designed e-commerce and wholesale page layouts with clarity and conversion in mind
- Developed brand-aligned UI visuals, banners, and seasonal homepage updates
- Organized content to improve navigation, readability, and overall user experience
- I worked closely within existing brand guidelines while evolving each site to feel modern, polished, and intuitive, ensuring visual consistency across web, email, social, and print touchpoints.



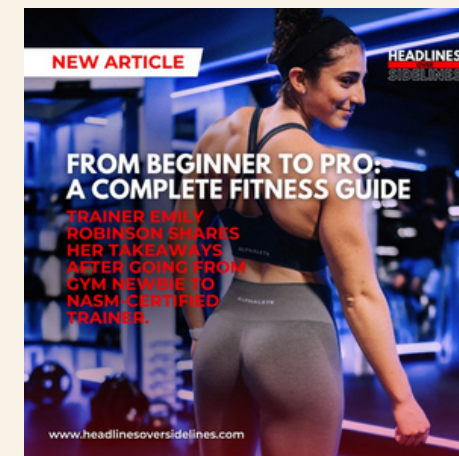
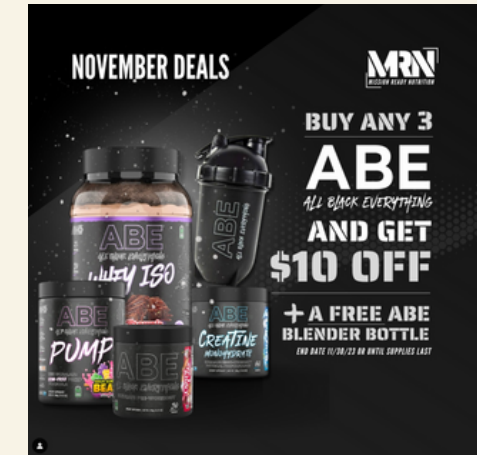


Social Media

Headlines Over Sidelines Graphic Designer

@la_mer_luxe
@headlinesoversidelines

I create social media content that balances brand storytelling with performance, ensuring visuals feel intentional rather than overly promotional.



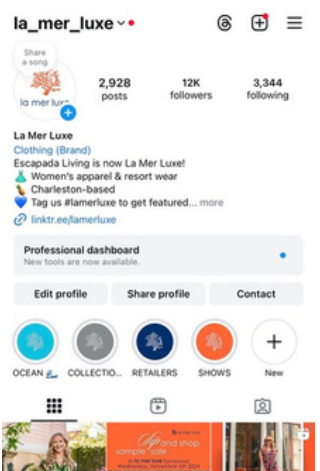
Social Media

la mer luxe & Escapada Living Graphic Designer | Marketing coordinator

Work includes:

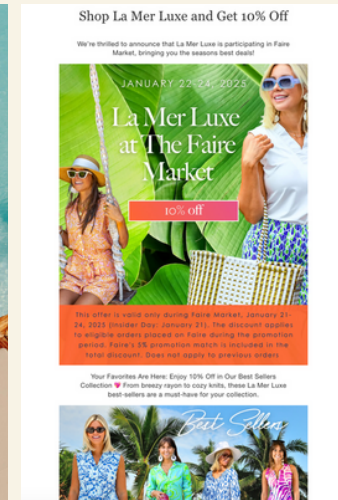
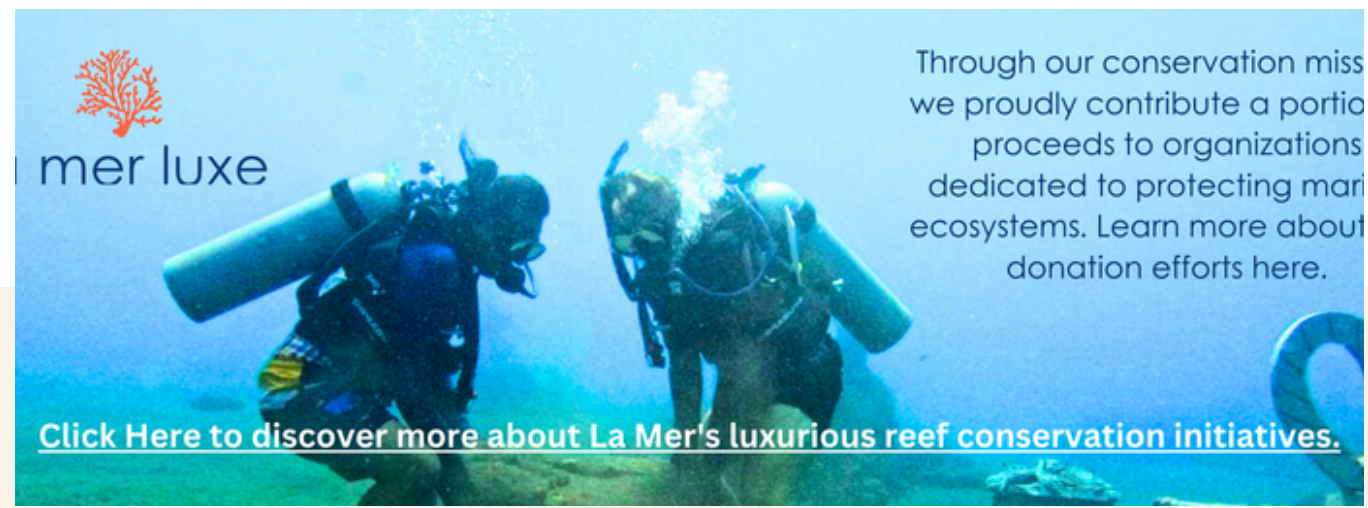
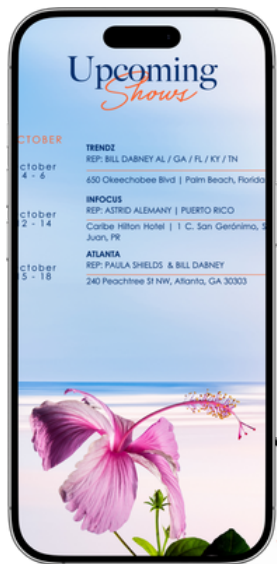
- Branded post templates and campaign graphics
- Product launches and seasonal collections
- Editorial-style posts and educational content
- Instagram grid planning and visual consistency

My focus is always on maintaining brand voice while adapting designs for platform-specific behavior.



Digital Marketing & Campaign Design

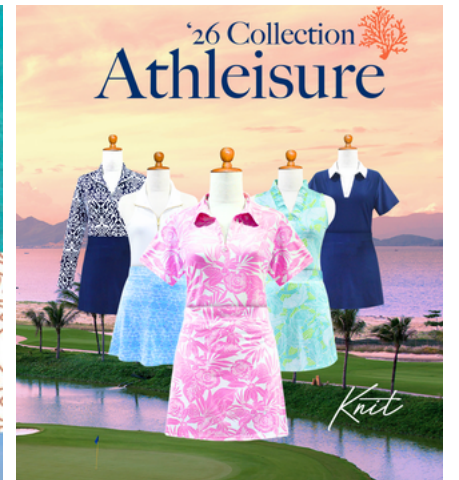
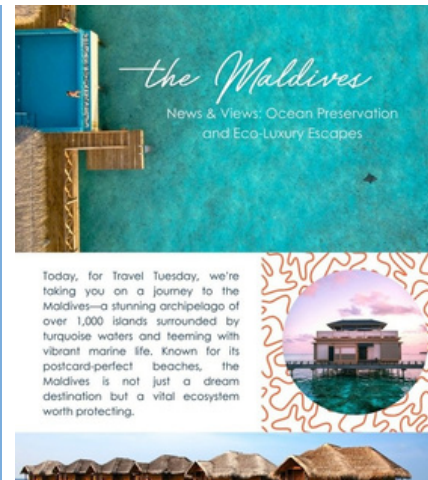
I've designed a wide range of digital marketing assets focused on clarity, conversion, and brand alignment.



Digital Marketing & Campaign Design

- Email marketing graphics
- Promotional banners and sale campaigns
- Event and showroom announcements
- Social media ads and carousel content
- Brand-aligned promotional templates

I approach digital design with both visual hierarchy and user behavior in mind, ensuring designs are eye-catching while remaining easy to navigate and understand.



LAYOUT & PUBLICATION

I designed apparel graphics and supporting layouts for a high-volume, subscription-based fitness brand, creating monthly shirt designs that balanced storytelling, brand consistency, and wearability.

Each design was developed to function both as a standalone product and as part of a broader visual system across apparel, social media, and digital marketing.



TAKE A DEEPER DIVE INTO WHAT DRIVES THE ATHLETE, ENTREPRENEUR, AND PHILANTHROPIST

TIM TEBOW

I BELIEVE THAT MY BIGGEST CALLING IS TO KEEP FIGHTING EVERY DAY TO HELP SOME OF THE WORLD'S MOST VULNERABLE PEOPLE. THERE ISN'T AN END DATE ON THAT. SO, NO, I HAVEN'T REACHED THE MOUNTAIN TOP. WE STILL HAVE MORE WORK TO DO. MORE PEOPLE TO REACH. MORE LIVES TO GET TO. ULTIMATELY MY END GOAL IS TO LOOK BACK ON MY LIFE ONE DAY AND KNOW THAT I DID ALL I COULD TO FIGHT FOR THOSE WHO CAN'T FIGHT FOR THEMSELVES.

...department will be better equipped to handle water-related issues with precision and grace.

MAN JOHN BOGDAN

...inspector, Bogdan is enthusiastically said that he is not interested in the City representative position. He further said he planned to leave from the city and pursue employment in the private sector.

The Administration Committee postponed the process of filling a seventh slot to conduct biennial elections for a new Representative. After interviewing several firms, the Committee selected a local firm, First Coast High (FC), to conduct the election. The City Council approved the bid on November 17, 2024, and by the start of the election process. The window for candidates to apply for the position closed on December 31, 2024. At that time, FC had 79 applications. The window for candidates to submit their initial screening information closed on January 31, 2025. FC had received the list of 25 down to 14 candidates which were brought to the meeting on February 6.

...should respect the artwork, meaning, and proportions of surrounding buildings. Windows should remain secondary in scale, material, and finish. Energy efficiency improvements should respect traditional methods, such as window shutters, or be installed in locations that minimize visual impact on primary facades or highly visible locations. Plant protection measures must also align with the town's historic aesthetic. When raising building, reduce about

...from street view to preserve the town's visual integrity. The project is included as part of a grant from the U.S. Department of the Interior's National Park Service Historic Preservation Fund and administered by the South Carolina Department of Archives and History.

In further public input and to address concerns, the town has scheduled an open house on April 15, 2025, from 5 to 6 p.m. Thomason and Associates will present the final draft of the Historic District Design Guidelines.

la mer luxe

Sample Sale

March 12th, 1pm & 5pm - 8pm

1345 Old Georgetown A, Mount Pleasant, SC

SAVE UP TO 75% OFF

843-883-8024

land@yehwe.com March 7, 2025

We're inviting Faire buyers to Discover La Mer Luxe with

10% Off

Your First Order.

INSIDE THE MIND AND MILES OF ULTRA RUNNER ANDREW GLAZE

A COMMON REASON FOR FINDING A PASSION FOR FITNESS

...THERE'S A PORTION OF AN ULTRA MARATHON WHERE YOU'VE BEEN GOING FOR SO LONG AND SO HARD THAT YOUR BRAIN KIND OF CLICKS OFF, AND ALL YOU CAN REALLY FOCUS ON IS SURVIVAL, FEEDING YOURSELF, AND GIVING YOURSELF WATER. YOU DON'T REALLY THINK ABOUT ANYTHING ELSE, AND IT'S REALLY SOOTHING. I'M ALWAYS TRYING TO FIND THAT SPACE...

- ANDREW GLAZE

EXCLUSIVE MARCH 2023

HEADLINES OVER SIDELINES

CHRIS GRONKOWSKI

CHRIS GRONKOWSKI TALKS FOOTBALL, FITNESS, AND ENTREPRENEURSHIP

...WHETHER IT WAS IN HIS GENES OR A BRIDGE OF A VALUE UNLEASHED IN HIM AFTER YEARS OF FRUSTRATION, GRONKOWSKI HAS COME TO REALIZE A MUCH-NEEDED AND WELL-EARNED HOUR TO A BUSINESS OWNER.

...IF YOU REALLY THINK ABOUT ALL THE TIME AND EFFORT YOU PUT INTO GETTING TO THE NFL, WHICH WE FINALLY GET PAID, IT WILL TAKE A HALF-NOT-A-TENTH - OF THAT SAME EFFORT TO BE SUCCESSFUL IN THE BUSINESS WORLD. IT COULD BE 20 PLUS YEARS OF EFFORT, SO TIME IN THE WEIGHT ROOM TRAINING, ETC. IS YOU PUT IN TO HAVE AN OPPORTUNITY TO BE IT, AND MAYBE ONLY PLAY FOR A FEW YEARS TO MAKE IT IN THE WORLD OF FOOTBALL.

...IF YOU THINK ABOUT IT THAT WAY, YOU CAN TAKE THE SAME EFFORT AND INVESTMENT INTO THE NEXT STAGE OF YOUR LIFE. YOU GOING TO BE SUCCESSFUL, NO MATTER HOW SMALL AND PUT IT INTO YOUR SECOND CAREER.

IN CHRIS FOUND HIS PASSION IN TURNING EVERYTHING HE'D LEARNED FROM SPORTS INTO A MULTI-MILLION DOLLAR BUSINESS.

TELL PEOPLE ALL THE TIME TAKE THAT SAME HOPE AND EFFORT THAT YOU PUT INTO SMALL AND PUT IT INTO YOUR SECOND CAREER.

Spring Collection 2026

la mer luxe

The Brain

The brain is an organ in the body

- Exerts control over the body
- Generates patterns of muscle control
- Collects and interprets sensory information

All vertebrates have a brain

Invertebrates have NERVE NETS

Sea Squares have a Brain

The average male has a larger brain than the average female

Brain size DOES NOT determine intelligence

The outer layer of the brain (cortex) is where intelligence can be measured.

Sleep ridges and deep valleys: The more complex the brain

ANATOMY

- FRONTAL LOBE**: Thinking, Logic, Judgment, Foresight, Voluntary Movement
- PARIETAL LOBE**: Processes Sensory Info, Spatial Reasoning, Coordinates Info In The Brain
- OCCIPITAL LOBE**: Vision, Color
- TEMPORAL LOBE**: Hearing, Behavior, Memory, Intellect, Language
- BRAINSTEM**: Breathing, Blood Pressure, Alertness/Sleep, Swallowing, Heartbeat, Body Temp, Digestion
- CEREBELLUM**: Balance, Coordination, Fine Muscle Control
- LIMBIC SYSTEM**: Emotions, Emotion, learning, memory
- AMYGDALA**: Aggression, Eating/Drinking, Sexual Behaviors
- HYPOTHALAMUS**: Blood Levels, Hormones

RHINO

Rhinos have been around for 50 MILLION years

Since the cavemen...

TODAY THERE ARE 5 TYPES OF RHINOS:

- JAVAN RHINO
- BLACK RHINO
- INDIAN RHINO
- WHITE RHINO
- DIKDIK RHINO

THEY COMMUNICATE with low-frequency vibrations through their bodies' "ground" plane

THEY NEED VOICES

THEY ARE A THREAT

THEY ARE THE BIGGEST

THEY ARE THE SMALLEST

POPULATIONS

- 5,055
- 3,333
- 20,405
- 100
- 34-45

MRN MISSION READY NUTRITION

GIVEAWAY

3 DAYS OF GIVEAWAYS! 9 TOTAL WINNERS!

PRIZES VARY!

SUPPLEMENTS, GYM ACCESSORIES, ENERGY DRINKS

DON'T MISS YOUR CHANCE TO WIN

SCAN THE QR CODE TO ENTER

GOLF CATALOG

MINIMAL * CLEAN * SIMPLE

WORLD CHAMP AND BUSINESS OWNER SHARED SOME WISDOM WITH US AND DREW THE LINE BETWEEN MOTIVATION & DISCIPLINE.

DO YOU MILLER

"IT'S NOT MOTIVATION. THERE ARE MANY DAYS WHERE I'M NOT MOTIVATED. IT'S DISCIPLINE. I HAVE NO OTHER CHOICE. I'VE SET A STANDARD FOR MYSELF. I'M ONLY LETTING MYSELF DOWN IF I WOULDN'T WORK OUT OR TRAIN. THE ONLY PERSON THAT HARMS IS ME. AT THE END OF THE DAY, ESPECIALLY AFTER DOING IT THIS LONG, IT'S JUST A PART OF MY BEING. IT'S JUST A DISCIPLINE THAT I PRACTICE EVERY DAY AND I WOULDN'T SAY THERE'S MOTIVATION."

READ FULL ARTICLE

THATS A MORE

Please join us for a bridal shower In honor of the bride-to-be

LYEN MONROE SMITH

March 29, 2025 at 1:30pm
Mrs. Whaley's Garden
58 Church Street, Charleston, SC

RSVP to Sally
123-123-1234

la mer luxe

843-883-8024

WWW.LAMERLUXE.COM

843-883-8024

Sample Sale

FALL FAVORITES JUST ADDED!

DISCOUNTS UP TO 75% OFF

Thursday 9.18.25 10 am - 4 pm

1345 Old Georgetown A, Mount Pleasant, SC

HEADLINES OVER SIDELINES

EDITION 033

MARCUS FILLY

KEYS TO PRACTICAL SUSTAINABLE HABITS IN 2024

PG. 1

JAMES LAWRENCE

50 IRONMANS IN 50 STATES IN 50 DAYS

PG. 7

LAYOUT & PUBLICATION

HEADLINES OVER SIDELINES 2023 MAGAZINES

MARCH CHRIS GRONKOWSKI & JES BOWEN	APRIL AINSLEY RODRIGUEZ & EVAN SLAUGHTER	MAY EMILY ROBINSON & MATT TRALLI	JUNE DOUG MILLER & FIONA JUDD	JULY TIM TEBOW & WHITNEY HIULIN	AUGUST DR. TARYN MARIE & CAM LABAR	SEPTEMBER DAN CAFFERKY, ADAM LIEN & MATT BARLE
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HEADLINES OVER SIDELINES

MARCUS FILLY
KEYS TO PRACTICAL SUSTAINABLE HABITS IN 2024

LAST MONTH'S LIFT BOX DEALS

JAMES LAWRENCE
50 IRONMANS IN 50 STATES IN 50 DAYS

MONTHLY LIFT BOX DEALS

SCAN TO CHECK OUT GREAT DEALS FROM THIS MONTH'S BRANDS & A BOX BREAKDOWN.

SNEAK PEEK · SNEAK PEEK · SNEAK

HEALTHY BITS

COMING SOON · COMING SOON · COMING

REDCON1

PC. 6

NFL PLAYER TURNED
ENTREPRENEUR

THE FUTURE OF FITNESS IS FEMALE

HIGH RISK HIGH REWARD
DR. TARYN MARIE

TIM TEBOW

I SLID INTO HIS DMS...

WHO WE ARE

FROM THE SAME TEAM THAT DELIVERS YOUR MONTHLY LIFT BOX, YOU NOW HAVE A PLACE TO GET THE BEST FITNESS CONTENT.

THIS IS FOR THOSE WHO TAKE ACTION, REAL PEOPLE WHO ARE GETTING OFF THE SIDELINES AND TAKING OVER THE HEADLINES.

WE'VE BUILT A GREAT TEAM THAT'S DEDICATED TO BRINGING YOU THE BEST AND MOST HELPFUL FITNESS CONTENT ON THE PLANET. THIS IS JUST THE BEGINNING.

- ADAM & DAN
FOUNDERS OF THE LIFT BOX, HEADLINES OVER SIDELINES, & MISSION READY NUTRITION

THE LIFT BOX HEADLINES OVER SIDELINES MRN

WHAT'S NEW

SCAN TO SHOP NOW

PC. 2

MARCUS FILLY
KEYS TO PRACTICAL SUSTAINABLE HABITS IN 2024

"HOW CAN WE ADOPT A LIFESTYLE THAT IS MORE MOVEMENT-BASED AND LESS SEDENTARY WITH INTERMITTENT BOUTS OF TRAINING? PEOPLE LOOK AT EXERCISE AND TRAINING AND NEW WORKOUT PROGRAMS AS THEIR KEY TO SOLVING THEIR HEALTH, WELLNESS, AND BODY COMPOSITION GOALS, BUT IN REALITY, THE WAY TO SOLVE IT IS TO JUST MOVE MORE"

- MARCUS FILLY

SCAN TO READ THE FULL ARTICLE

PC. 5

KIDS STRENGTH TRAINING WITH JES BOWEN

EVAN SLAUGHTER
VETERAN TO FUNNY FITNESS CONTEXT CREATOR

GET A STRONGER CORE WITH TRAINER MATT TRALLI

FIONA JUDD
DOWNWELL-ONLY WORKOUT TRICKS

TRAINER WHITNEY HOULIN

THE POWER OF ICE BATHS

HOW TO PREVENT BURNING INJURIES, ACCORDING TO PHYSICAL THERAPIST DR. MATT BARLE

5. SCAN OR CLICK TO READ THE FULL ARTICLE: KILLER CORE EXERCISES

5. SIDE V-UPS

4. SWIMMERS

2. H

1. H

EVERYTHING COMES FROM YOUR CORE, WHETHER IT'S YOUR BALANCE AND STABILITY OR YOUR EXPLOSION AND POWER.

1. FOCUS ON THE MIND-MUSCLE CONNECTION.

2. BREATHE, STAY YOUR BRACES & EXHALE.

3. INCORPORATE YOUR CORE.

4. HAVE A PLAN.

EXPLAINING THE SHOCKING HEALTH BENEFITS FOR THE MIND & BODY WITH ICE PLUNGE BATHS AND HOW TO USE THEM SAFELY.

THESE AREN'T TO BE TAKEN AS A CHALLENGE TO YOUR BELIEFS, BUT AS A REMINDER TO TAKE YOUR OWN WELL-BEING INTO ACCOUNT AND TAKE THE STEPS TO GET THE MOST OUT OF YOUR BODY.

DR. MATT BARLE

Logo Design

I design logos that balance concept, clarity, and longevity, creating marks that translate seamlessly across print, digital, apparel, and social media. My logo work ranges from primary brand identities to campaign and sub-brand marks, with a strong focus on symbolism, typography, and versatility across applications.

Responsibilities & Contributions:

- Developed original logo concepts from discovery through final delivery
- Created scalable vector marks optimized for print, digital, and apparel use
- Explored typography, iconography, and symbolic storytelling
- Designed both standalone logos and cohesive logo systems
- Delivered final logo files and variations for multi-platform use



Branding

I led and contributed to brand identity development across lifestyle, apparel, fitness, hospitality, and retail brands, creating cohesive visual systems that translate across logos, apparel, print, digital, and web.

My branding work focuses on building recognizable, flexible identities that support both storytelling and real-world application, from social media and marketing campaigns to physical products and packaging.

Responsibilities & Contributions:

- Developed brand identities including logos, typography, color systems, and iconography
- Created sub-brand and campaign marks to support product launches and promotions
- Designed brand assets for apparel, packaging, social media, print, and web
- Ensured brand consistency across marketing materials and customer touchpoints
- Collaborated with marketing, leadership, and production teams to evolve brand direction



Apparel Design

My apparel design process blends conceptual storytelling with practical execution. I begin with theme exploration and sketching, refine designs digitally, and test variations for readability, contrast, and print accuracy. Community feedback and performance insights help inform final decisions, ensuring designs resonate both visually and emotionally.

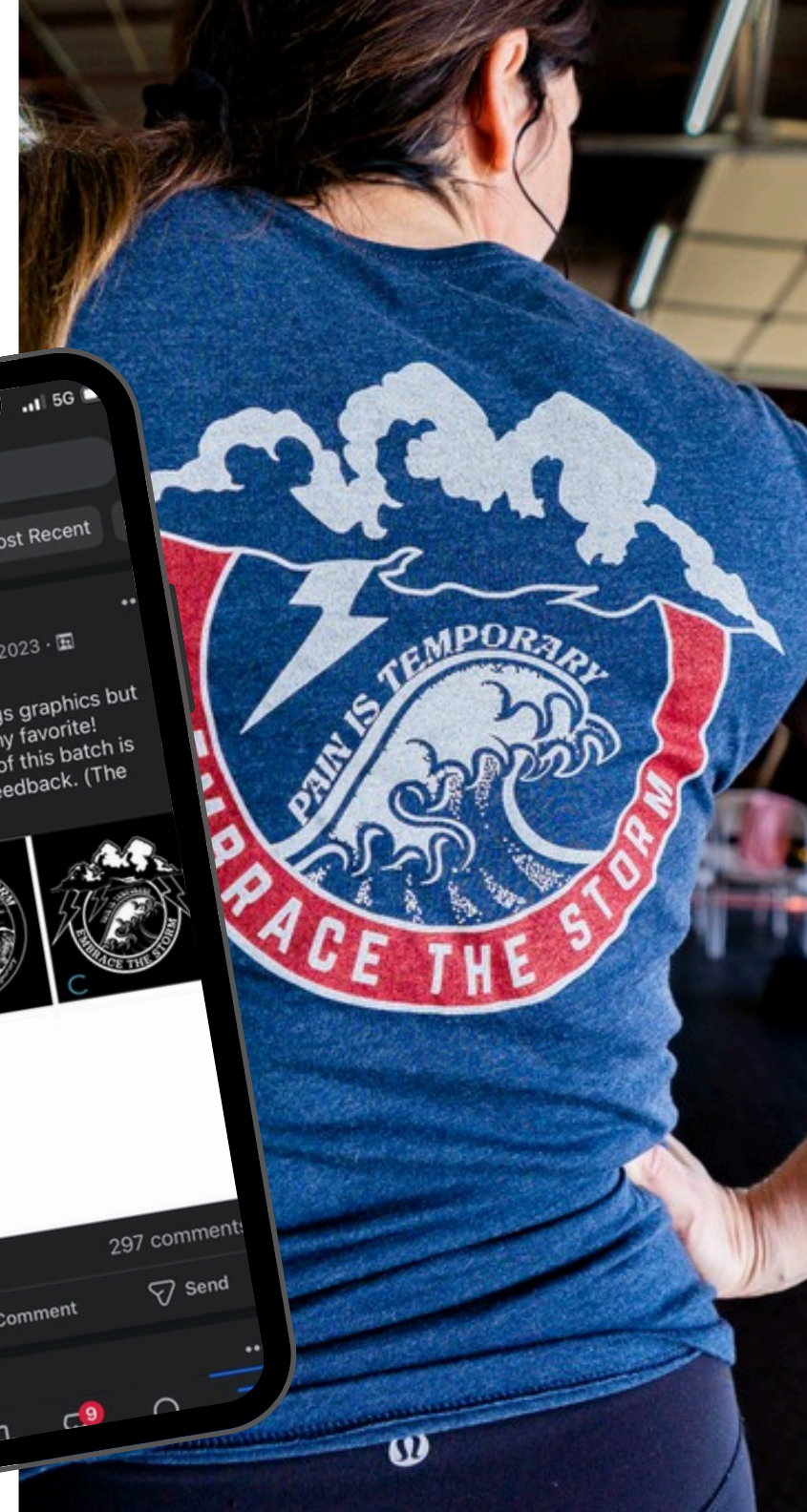
Responsibilities & Contributions:

Concepted and designed monthly apparel graphics from prompt to production

- Developed visual themes, slogans, and iconography aligned with brand voice
- Created vector and organic-style illustrations optimized for screen printing
- Designed apparel layouts with attention to scale, placement, and garment color
- Prepared print-ready files and collaborated with marketing and production teams
- Incorporated customer feedback and engagement insights into final designs

Outcome:

Produced a consistent stream of apparel designs that strengthened brand loyalty, encouraged customer engagement, and translated effectively from digital concepts to physical products.





MAY 2023

Design Prompt: Snake wrapped around a weight



MAY 2023

Design Prompt: Skeleton Hands holding money



JUNE 2023

Design Prompt: Hourglass



JULY 2023

Design Prompt: Typography designs with weights and tools



AUGUST 2023

Design Prompt: Bird flying over the ocean



Sept 2023

Design Prompt: Breast cancer awareness



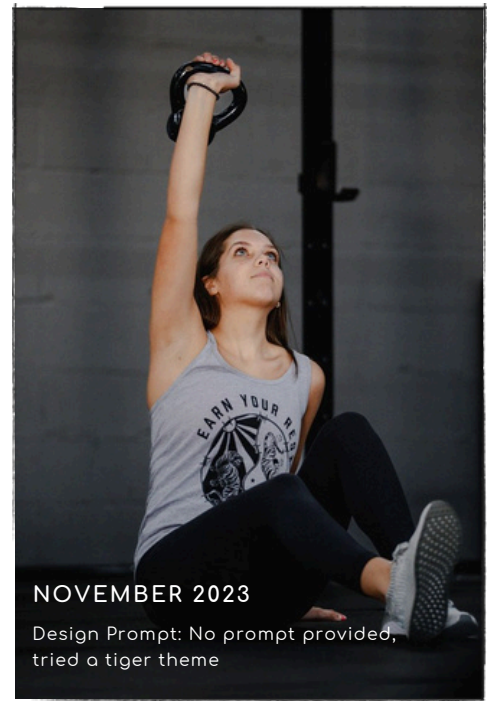
OCTOBER 2023

Design Prompt: R.E.D Remember Everyone Deployed



HALLOWEEN 2023

Design Prompt: 4 Halloween shirt designs created



NOVEMBER 2023

Design Prompt: No prompt provided, tried a tiger theme



DECEMBER 2023

Design Prompt: Hourglass



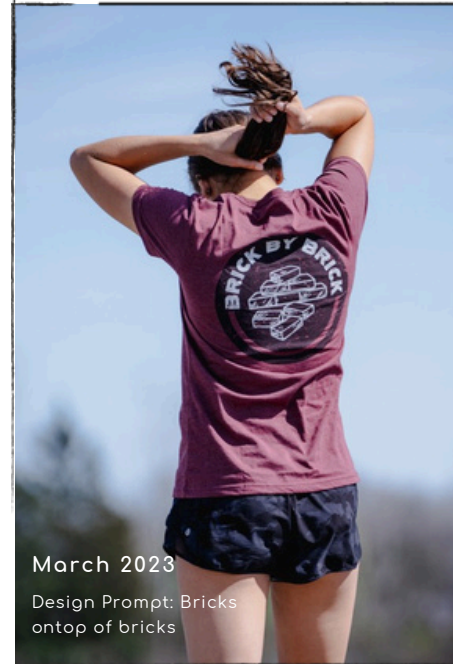
Jan 2024

Design Prompt: Band Shirt featuring all of our top subscriber cities.



Feb 2024

Design Prompt: First shirt in the box for the Nutrition store MRN



March 2023

Design Prompt: Bricks ontop of bricks



April 2024

Design Prompt: Skeletons on the beach working out



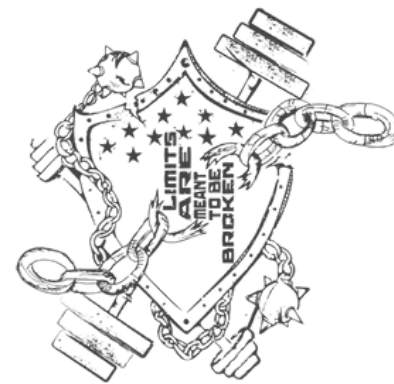
AUGUST 2023

Design Prompt: No prompt provided so I wanted to make a dragon



June 2024

No prompt but created with intetion to include a simpler design in order to continue adding a variety



July 2024

Patriotic armor concept created

