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JESSICALAL

## Jessica Lal – Graphic Designer

I'm a third-year York University Design student specializing in Advertising and Marketing Communications Design.

## EXPERIENCE

### Digital Content Creator

2025 - Present

*The Nest at Trail Hub*

Designed social media content, Instagram Reels, and marketing materials to promote Trail Hub's campaigns, menu items, and café atmosphere, helping strengthen brand visibility and audience engagement.

### Publication Designer

2019 - 2022

*Unionville High School*

Designed and formatted yearbook spreads, creating consistent layouts and typography while collaborating with the yearbook committee to meet print deadlines.

### Marketing & Brand Designer

2019 - 2022

*Unionville High School*

Designed the Unionville Architecture Club logo and branded promotional flyers displayed throughout the school to support recruitment.

## AWARDS & CERTIFICATIONS

### DESNathon - 2nd Place Winner

Feb. 2025

*York University*

Participated in DESNathon, a program-wide design challenge where teams respond to a prompt and present solutions to real-world judges, earning second place overall.

## EDUCATION

### Bachelor of Design Honours

2024–2027

*York University*

## SKILLS

Photo Editing  
Project Management  
Critical Thinking  
Content Production  
Communication

## TOOLS

Adobe Creative Cloud  
Figma  
p5.js  
Autodesk Revit  
Autodesk Maya