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JESSICA LAL

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