



CARA REYNOSO


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EDUCATION

General Assembly
UX Design Circuit,
Certificate of Completion,
April 2016

Rutgers College
Rutgers University
New Brunswick, NJ

BA in Visual Art
with a concentration in
Graphic Design

SKILLS

Graphic Design,
Creative Strategy,
On-set Art Direction,
Pre-press
Color Correction

Tools and Software
InDesign, Photoshop,
Illustrator, PowerPoint,
Keynote, Woodwing,
K4, Asana, Jira

WORK EXPERIENCE

JOHNSON & JOHNSON | New York, NY

Visual Strategist for the Global Content Lab, November 2022 to present

- Oversee visual strategy for JNJ.com, manage creative development, execution and brand oversight.
- Partner with key stakeholders on the Editorial, Social and Video teams as well as external creative agencies by providing graphic support.
- Create assets for corporate social media channels, design infographics, and research stock photo/illustrations for stories that appear on JNJ.com.
- Collaborate on creative briefs with Getty Custom Content partners to generate updated assets that align with the 2023 rebranded J&J.

SOURCE ONE TECHNICAL SOLUTIONS | Somerville, NJ

Contract Visual Strategist for the Global Content Lab at Johnson & Johnson,
April 2021 to November 2022

- Collaborated with the audience engagement team to art direct and create social media content as well as ensure visuals created by external sources aligned with the J&J brand.
- Prepared presentations and slides for senior leaders and key enterprise activations.

WORKING MOTHER MEDIA | Bonnier Corp., New York, NY

Group Creative Director, April 2019 to March 2021

- Oversaw WMM's brand identity, maintaining consistency across editorial, marketing, events, and social media.
- Designed branded assets including logos and key art, and implemented the visuals in corporate event signage, email blasts, presentation decks, sell sheets and WMM's websites.

WORKING MOTHER MAGAZINE | Bonnier Corp., New York, NY

Creative Director, July 2017 to April 2019

- Solo creative position on the Editorial team responsible for producing all photo shoots from concept to post-production, including on-set art direction.
- Managed budget for photography and illustration; since joining, was able to reduce stock art cost by an average of 43%.
- Created content and managed posts for Instagram, including GIFs and videos; increased followers by over 10k in 18 months. Set up a verified channel for Working Mother on Giphy and created dozens of unique, branded stickers for use in Stories.

FREELANCE ART DIRECTOR | New York, NY

February 2017 to June 2017

- Clients: Gabor + Garrett (branded content studio), Working Mother Magazine and HGTV Magazine (maternity leave fill-in)

INSTYLE MAGAZINE | Time Inc., New York, NY

Deputy Art Director, June 2014 to February 2017

- Led a team of designers that designed the interactive tablet and mobile issues, including specials and fashion and beauty style guides.

PEOPLE STYLEWATCH MAGAZINE | Time Inc., New York, NY

Associate Art Director for Tablet, April 2012 to June 2014

- Launched the premiere editions of the People StyleWatch app.

PREVIOUS EXPERIENCE

Freelance Art Director | New York, NY, August 2010 to April 2012

Redbook Magazine | New York, NY, *Art Director*, March 2008 to August 2010

Parenting Magazine | New York, NY, *Art Department*, June 1997 to March 2008