

# Lem Pascual

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lempascual.com

## SKILLS

Art Direction  
Digital Design  
Graphic Design  
Photography  
Video Editing

## TOOLS

After Effects  
Illustrator  
InDesign  
Lightroom  
Photoshop  
Premiere Pro

## LANGUAGES

English  
Tagalog(Filipino)

## WORK

### **The Estée Lauder Companies, Visual Merchandising Designer** Dr.Jart+

February - September 2024

- Designed back panels, shelf liners and strips for Sephora shelf fixtures with Dr.Jart+ Global HQ guidance.
- Managed months long production process of in-store assets with third party vendors in US and Mexico.
- Created print-ready files and approved proofs before installation in Sephora stores.

### **The Estée Lauder Companies, Senior Production Designer** Aramis and Designer Fragrances

2019 - 2022

- Lead designer handling and maintaining brand consistency for in-store, e-commerce, email, and social media projects.
- Designed and approved digital advertising, social media content, in-store imagery, and marketing collateral. Assuring photoshop adjustments, image color, and typography usage were consistent to brand guidelines.
- Created original digital assets and introduced video editing to the role.

## EDUCATION

### **Fashion Institute of Technology, Advertising Design**

Class of 2006

## BRAND HISTORY

- Dr.Jart+
- Michael Kors
- Donna Karan
- DKNY
- Tory Burch
- Lab Series