



Jacqueline Cunha

Visual Artist · Graphic Designer | New York City, NY · Scranton, PA

Creative professional with a multidisciplinary background in graphic design, visual arts, and community-based creative work. Experienced in leading cross-functional campaigns, designing for print and digital platforms, and producing engaging content for healthcare, cultural, and public sector organizations. Passionate about using art and strategy to foster connection, strengthen brands, and deliver meaningful, mission-driven experiences.

WORK EXPERIENCE

Graphic Designer and Social Media Manager

The Wright Center for Community Health | August 2024 – Present

Lead end-to-end social media and integrated marketing strategy across Meta platforms for a healthcare organization with 600+ employees and 12 locations, collaborating with clinical, administrative, and outreach departments to promote events, services, and public health initiatives.

Designed and produced high-impact visual materials across print and digital platforms, including flyers, billboards, posters, infographics, and branded merchandise; coordinated photo shoots, editing, and vendor logistics to ensure consistent brand storytelling.

Served as a creative liaison across departments to align campaign messaging with organizational goals while managing project timelines and asset delivery.

Freelance Designer and Creative Consultant

Scranton, PA | 2019 – Present

Commissioned to create murals, branding, and promotional artwork for businesses and organizations including Groove Brewing, merging illustration with strategic visual storytelling.

Partner with organizations such as Scranton Tomorrow and community festivals to deliver live art, creative direction, and public art installations, enhancing event visibility and community engagement.

Create logos, branding, and promotional content for small businesses, creatives, and nonprofits, blending artistic vision with professional marketing goals.

Featured as the official caricature artist for the 2025 Scranton Ice Festival.

Art Program Instructor

Keystone Artworks, NEPA | November 2023 – January 2024

Led inclusive art workshops for adults with mental disabilities, providing individualized instruction, emotional support, and a safe environment to foster creativity, confidence, and self-expression.

Assisted in planning and curating public art shows to showcase and sell participants' work, empowering artists to generate income and build confidence.

Collaborated with staff and community partners to promote inclusive arts programming and community engagement.

Group Camp & Art Counselor

United Neighborhood Centers of NEPA | June 2023 – August 2023

Designed and facilitated arts-based activities and emotional regulation workshops for at-risk youth (ages 8–10), cultivating a creative, inclusive environment that supported self-expression, teamwork, and resilience.

Led daily programming that balanced creativity, movement, and social skill-building, using trauma-informed practices and positive reinforcement.

Collaborated with fellow counselors to implement activities that empowered campers to develop confidence, interpersonal skills, and emotional well-being through artistic exploration.

PORTFOLIO

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CONTACT

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SKILLS

Graphic Design & Layout:

Print and digital design for flyers, posters, social media graphics, signage, and billboards

Branding & Identity: Logo design, visual systems, brand consistency, style guides

Visual Storytelling: Campaign messaging, narrative design, moodboarding

Content Creation & Copywriting: Social captions, campaign taglines

Social Media Strategy:

Content planning, organic & paid social campaigns

Photography & Retouching:

Event and content photography, editing, asset preparation

Creative Direction:

Concept development, cross-department collaboration, campaign ideation

Project Management: Timeline management, task prioritization, end-to-end execution

Client & Team Communication:

Art direction, design feedback, collaborative workflows

Professional Strengths:

Deadline-oriented, detail-focused, organized, culturally aware

EDUCATION

Marywood University

Illustration & Graphic Design

Presidential Scholarship Recipient | Dean's List

AWARDS & RECOGNITION

Scholastic Art Award (2019)

Emerging Artist feature in AM Next Generation Magazine (2023)

LANGUAGES

English | Portuguese

INTERESTS & PASSIONS

vintage fashion, mixed media arts, health & wellness, live music, and music production