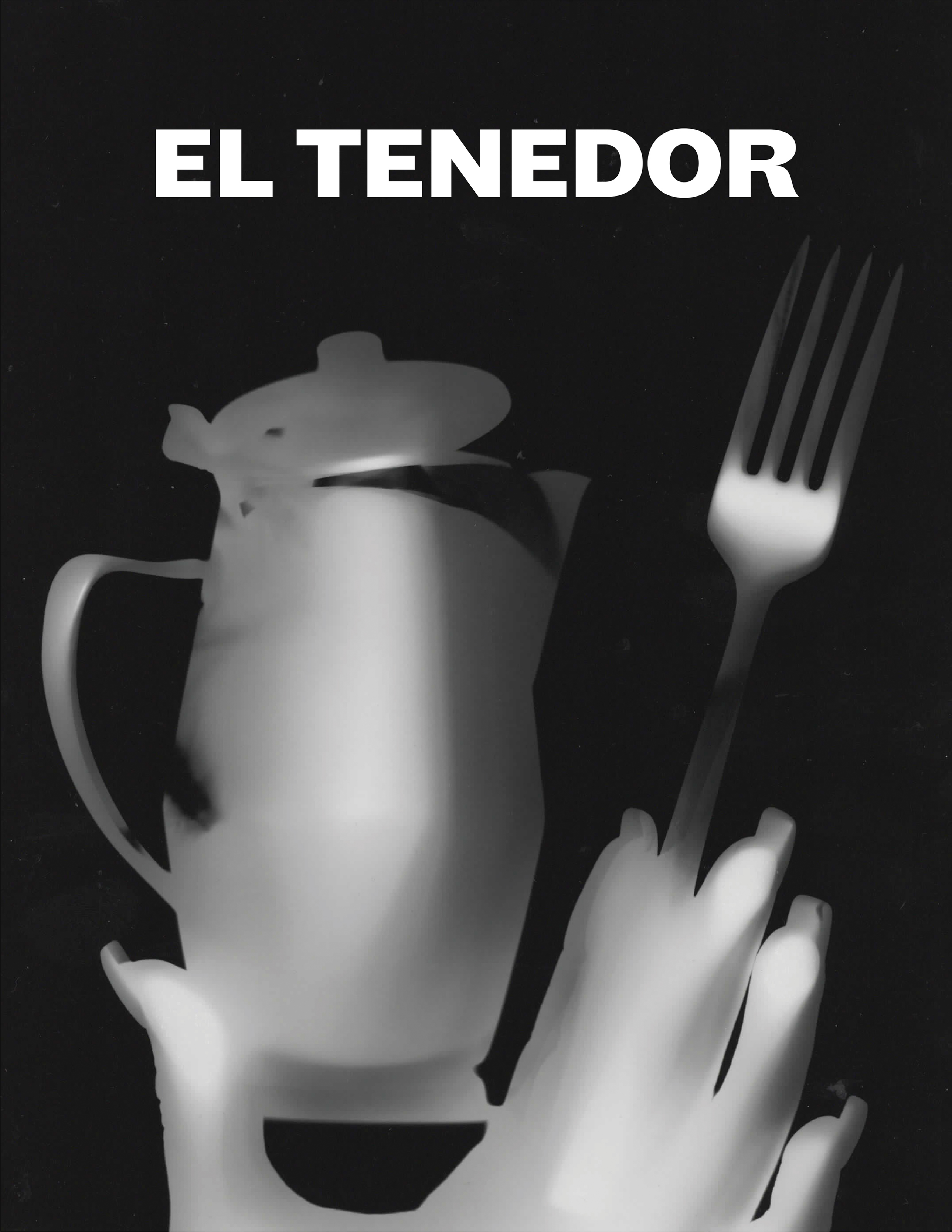

TONDER

EL TENEDOR














StreetCertified




Cold Hearted

BURRITOS

Pollo..... $8
Carne..... $8
Vegetales..... $8

TACOS

Placeros..... $9
Pollo..... $9
Carne..... $9
Pastor..... $9
Lengua..... $9
Barbacoa..... $9

ENCHILADAS

Pollo..... $8
Verdes..... $8
Mole Poblano..... $8

NACHOS

Carne..... $8
Pollo..... $8

GUARACHES

Carne..... $8
Pollo..... $8

QUESADILLAS

Pollo..... $8
Carne..... $8
Vegetales..... $8

TORTAS

Pollo..... $8
Carne..... $8
Vegetales..... $8
Milanesa Pollo..... $8

CHILAQUILES

Pollo..... $8
Carne..... $8

FLAUTAS

Pollo..... $8

SOPES

Pollo..... $8 Orden de 2
Carne..... $8 Orden de 2

TU APOYO LATINO

APRENDE. EMPRENDE. SORPRENDE

Mercadotecnia Digital

Es la herramienta que permite una gestión eficaz de blogs y noticias favoritas para su rápida lectura y posibilidad de compartir en redes sociales (Twitter, Facebook, LinkedIn, Google+) por E-mail y más.

Este taller se enfoca en la importancia de usar inteligentemente los canales que existen en la mercadotecnia digital para el beneficio de su negocio.

Este taller es auspiciado por SBDC-NJ
(El Centro de Desarollo de Pequenós Negocios de NJ)

Presentado por la afamada instructora internacional Marcela Zuchovicki.

Regístrate al Taller en: www.tuapoyolatino.com/eventos

Fecha: *23 de Octubre del 2019*
Hora: *5:00pm a 7:00pm*
Lugar: *Union County College - Plainfield*
232 E. 2nd Street, Plainfield, NJ 07060

BUSCANOS COMO @TUAPOYOLATINO

Para mas información: Carlos Peralta (908)922-7593


LYNDHURST
CROSS COUNTRY
CROSS COUNTRY
LYNDHURST
CROSS COUNTRY

TU APOYO LATINO

APRENDE. EMPRENDE. SORPRENDE

@TUAPOYOLATINO
#TUAPOYOLATINO

Jennifer Peralta

Graphic Designer

jpamanda02@gmail.com | 908.922.0103

Education

- Saint Peter's University - Jersey City, NJ
  Bachelor of Arts for Graphic Arts
  May 2020

Skills

- Adobe Creative Cloud
  Photoshop, Lightroom,
  Illustrator, InDesign and XD
- Microsoft Office Word,
  Excel and Publisher
- Website Helper, Instagram,
  Facebook and Twitter
- Fluent in English and Spanish

Affiliations

- Illustrator and Layout Editor for
  Saint Peter's University, Pavan 2019
- Member, Tu Apoyo Latino
  2018 to Present
- Secretary, Kappa Pi Honor Society
  2018 to Present
- Digital Organizer, La Via Al Exito
  2017 to Present
- Fellow, Organizing for Action
  2016

Work History

- **Manager Assistant / Order Entry**
  Ideal Jacobs - Maplewood, NJ - 2017 to Present
  Responds to special requests and needs
  Prepares source data for data entry
  Completes paperwork for the office
  Types and compiles documents
  Answer phone calls
- **Digital Organizer**
  Tu Apoyo Latino - Plainfield, NJ - 2018 to Present
  Research and update all required materials Handles social media and website
  Responds to customer requests
  Create designs
- **Self Member, Photographer/Graphic Designer**
  Foreverphotojenic LLC - Plainfield, NJ - Present
  Photograph events, birthdays, portraits, photoshoots and cars
  Develop print materials such as brochures, banners and signs
  Provide high quality results in a timely matter
- **Seasonal Retail Associate**
  Macy's - Edison, NJ - 2016 to 2017
  Answered customer's questions
  Cleaned and organized the store
  Operated a cash register for cash, check and credit card transactions with 100% accuracy
  Maintained knowledge of sales

Jennifer Peralta

Senior Thesis

As a photographer and graphic designer, I work hard in creating content that brings awareness to me and others about what is currently happening around our communities and the world. There is so much hate, evil, happiness, protests and more that is going on in our world that we don't even know so, with digital photography and graphic design, I can turn darkness into light. Anybody can pick a camera or a phone and photograph but, photographers have a deeper meaning in what they're focusing on as in with me, I focus on what is not being paid attention to and I bring it to awareness. As for people, someone may ask "Do you look at the center first or the sides?" For most people, they tend to look at the center first and then there's me, looking at the sides first. Not a lot of people think the center is the main focus but sometimes, what's happening around brings more attention but in a silent way. Also in graphic design, I can use my photographs as a graphic design layout and use the image as a poster or flyer. As of today, many people are too focused on what is going on in social media so in order to attract people to what I am bringing awareness to, I have to post it on social media, blog or on YouTube since people love looking at that.

One of my main aspirations in life is to travel around the world and document what is going on through pictures and bring awareness of what is happening. Whether it is good or bad, I want to document what is going on in order to let people know what is happening and make a change or at least view the change. It brings a side of me where I love talking about topics and can have endless conversations about it with people so I can speak my mind out loud. There are so many places in this world to be viewed, experience and acknowledge so, why not take the chance to photograph or design what is happening. There are people that love to follow what goes on around the world and would either like to travel there or also bring awareness to other people. So, I want to take that focal point and bring awareness to people. Although it may conflict me in a way where I can jeopardize myself, I want to follow what I feel, say my piece and speak for others that cannot speak. I also don't want to forget about the animals that are suffering too because not a lot of people are bringing awareness for them or capturing them in their happy, natural habitat.

For photography, expressing emotion is a way of having it speak for itself because it is a way of showing true feelings but, on a creative level. People's feelings also impact the way I represent my work because it

Jennifer Peralta

Senior Thesis

brings the photograph out and creates a raw representation of their emotion and the way I preserve it, can make it turn to a novella as in expressing a story of what is happening. For example, if I am feeling low, I look for people that are more into showing a happy feeling because that is what I want to feel. So, for the person to show their happy feeling, it brings the happiness out of me. Showing emotion is the biggest priority for my artwork because I or my clients can look back and remember what exactly was happening in between. We both may have a different meaning for it but in the end, we both were there to witness and capture the moment. Also, photographing people off guard is also one of my main focuses because that's when the moment feels most real. It captures the raw imagery of how they were feeling and most people forget what they're doing so, as an artist, I will want to capture that special moment, in the good or bad.

As for editing, I go for a more colorful and matte edit when it comes to photographing landscape, street and portraits. I want to bring the background more since nobody pays attention to the background since the foreground is the only focus. However, when it comes to retouching, I refuse to do that because I wouldn't want to change their face or body since it'll make the photo turn into an imposter. I also want the people to accept the way they look instead of following how social media views them since I am a Stan of accepting yourself for who you are, not for what people think who you should be. When it comes to photographing events, it is where I most practice on lighting, posing and catching people's reactions. Now for colors, there is a color that represents each person that have their own meaning and the color that most symbolizes me is mustard yellow and deep blue. Mustard yellow is a big significance in my life because it represents joy that I have and surround myself with. I can feel positive energy when I am around it and once I feel the negativity, I distance myself since I cannot be around it. For deep blue, it shows a more raw side of me where it shows emotion and feelings that I show beneath the lines.

For graphic design, I want to build awareness for events, news and designs that show emotion starting in my community and then around the world. Photography and graphic design blend in really well so my project will be to use both in creating content that brings awareness to what is happening today. I made a transition in the end where I completely turn to photography because at first, I majored just in Graphic Arts with a concentration in Photography but I changed to just Graphic Arts

Jennifer Peralta

Senior Thesis

since that is where I wanted to learn more in and use it to my advantage. In the last two years, I worked with a lot of clients where they wanted me to transition their photos as a design for their logo and they trusted me since they like how I am and how I design. A couple people noticed my artwork through my clients business cards and some of them knew it was me that designed it through connections. Also, they notice it was me who designed it because of how I use contemporary colors and how I design. The main person that brings people to me is my father. When people need business cards, flyers or postcards, they go to him to get in contact with me.

When it comes to clients, I ask them about what color choices they would like, the theme, the story of what they want to make and why. Then we being to have a conversation so I could get to know them better. I show them some of my previous work so they can see what I can do and it gives them some insight on what they actually want. It is very different from photography since with photography, it is more of a way for me to be freely and for the client to be free while in graphic design, it is more of what the client wants and strictly only to what they want.

What makes me different than others is that when I photograph, I capture more of the raw moment where the model feels free than manipulating the model to stand still. In graphic design, I use my first language and incorporate that in helping more of the hispanic community. The type of fonts I love using is the creative shaped ones rather the most simple or cursive fonts. It brings the artwork out more in designing and builds characters. A lot of people stick with a simple Helvetica font when I am more of a MarkerFelt font.

When it comes to bringing in clients, I attend events that can connect me with other people and hopefully they contact me in the future. I build conversations and try to make connections with people that I am willing to work with. I carry my business cards to every event to keep it in handy just in case a person is interested in working with me. Building connections is very important for me because that person would have me in mind if they ever need a design, to get photographed or just to connect with. Now, when it comes to designing for a client that wants to work with me, we set up a meeting in order to learn more about each other. I often ask them about their background story, what's their idea and what are their primary colors that they will like to use. Most of the clients I have worked with in the past have chose me because of the way I design

Jennifer Peralta

Senior Thesis

and how I bring myself to the table. They usually tell me know how much of a humble person I am and how positive I can be that brings me to be different than others. Most of the clients know that I am still in college and choose me because they believe in me and want me to have actual work to show for my portfolio and see me prosper in the next years.

Now for photography, most of my clients come from my friends and a word of mouth. I've practiced on my friends first and then when I post my work online, people like my photographs and contact me at a later time. However, I do not have a main focus on what I like to photograph but, the projects I have worked on are newborns, car meets, portraits, lifestyle, landscape and events. With newborns, I have to be extra careful because they are so delicate and I just have the parents place them carefully in the props since I was still new to it. Now, I know what to do and how to hold them since I went to a live event on photographing newborns. Photographers always have to be extra careful because we never know what may happen and always have to be sure of ourselves. For car meets, one of my friends would bring me along and I will photograph the things they do to show off to other people and that is where I get my new set of contacts of people that would want me to photograph their cars in the future. Then for portraits and lifestyle, I usually get people that just want a photoshoot in any location and when they feel most comfortable, I photograph them. For landscape, I enjoy photographing nature and I always try to take pictures during golden hour with a nice location. Then for events, I photograph every single moment I can because the client may want off guard photos or photos that they do not know is happening.

To think creatively in designs, I ask the client what images they would like me to refer to, what colors they will like to use, what ideas do they have for the project they have in mind, how they would like it to be presented and if they have a reference, to show it to me so I can have a clearer image on what exactly they want. Then I use my imagination in order to place all their ideas together to form a design that they would love. Along the designing, I always email the client a draft of what I have designed just so I can see if I am following the right path for them. I always save the original copy and make duplicates to show the client various of designs I did to create what they really want. Also, we have conference calls just in case the client needs to update me on something or if they need to talk about their project. I am a great listener for my clients because all they want is someone to listen to their ideas, put them in place

Jennifer Peralta

Senior Thesis

and make them connect with each other.

In my senior year of high school, is where I found my love for photography. We changed from blocks to periods which is 75 minutes to 45-minute classes. Therefore, I needed an extra class to complete my electives and I chose photography. There, my teacher, Mr. Cheung taught me how to have my own definition of how I work with photos and art. He got me to explore my mind to just photograph anything insight and to play with the settings. Once I learned that I found my true love for photography and my life turned around. I had already chosen to major in Journalism at Montclair University and once I found out that my love is initially for the arts, I immediately applied to Saint Peter's University and got accepted. I learned so much over the years, started with my major being Graphic Arts with a concentration in Photography and later on, my major now is Graphic Arts. Thanks to my photography teacher in high school, it leads me to where I am today. He is the person that changed my whole perspective on photography and got me photographing true, deep meanings of photos. In his class, he taught me to paint my feelings out, how precise I have to be with woodwork and sculptures and that my artwork needs to feel right to me so that the whole meaning of my artwork felt right to me, that it is complete. Along with photography, he advised me to capture every single moment and to take numerous shots because one isn't just enough. Since he told me that, I got a quote of my own saying "let's make your moment last forever" as to where when I photograph people, I capture almost every moment I can even if it is off guard or in place, I still take it. Never know what good can come out of a photo.

Leading into another artist, I watch a lot of TED talks and learned about many artists but, the one that stood out the most was Banksy, the street artist. I immediately fell in love with Banksy and his artwork. The way he sends the message and how it delivers is outstanding. When I learned about him, he was in New York at the time in secretive locations and once he was almost finished, he uploaded a post on Instagram along with the address of where he was located. Therefore, hundreds of people rushed to the spot but he already moved to another location. He has so many art pieces that a person would just know "that's Banksy". He even went to a country in Europe where he was in disguise and selling his original art pieces for less than one hundred dollars. Nobody knew how Banksy looked at the time so, he wasn't even easy to get picked on. Later on, it got publicized in the news and those people who purchased his

Jennifer Peralta

Senior Thesis

art pieces had thousands worth of paintings. There were several people that questioned if he was Banksy but then contradicted themselves in believing it was him. He also delivers messages through his paintings like "Cruise Ships" as a way of telling the world that cruise ships are taking up Venice's water with oil or the famous "Balloon Girl" that shows where he first started and the message behind it is the red balloon that means innocence, dreams, hope, and love. It is a way of showing the connection and letting go. I love when photographs and paintings show a deep meaning within their artwork because it touches me in a way that I would want others to feel. I aspire to be a photographer that is traveling to places that speak for those that cannot spread. I want to be a voice for people and to show people what they are either missing out or need to learn more of. I want to stand up for causes and share my peace of mind and people's peace of mind to the world to show the cause and effect of what is happening. Not a lot of people share what is going on in this world and if they do, it's either too much or they go to jail and I just want to be a voice for those that cannot speak.

Another artist that inspires me is Salvador Dali, a Spanish surrealist artist. When I was a little kid, I had no idea his artwork was being shown in a famous cartoon, Courage the Cowardly Dog. I always admired his famous piece "The Persistence" and how odd and unreal it looks. It got into my mind where I could make things make-believe and think outside the box. Salvador Dali himself was a person that was different but, a good different. His artwork made me realize that surrealism is a category that I enjoy seeing, odd things out of place and just to stand outside the box. His quotes are also outside the box and the one I look up to the most is "Surrealism is destructive, but it destroys only what it considers to be shackles limiting our vision." He expresses the way he feels and doesn't care what anybody has to say and that is what inspires my art that it doesn't have to be ordinary, it can be extraordinary, to add the extra in ordinary and just be myself without having anybody second guess me or caring about what they think. When an art piece feels complete to me, it is complete. It doesn't have to be understandable regardless if the person that is viewing it not understand it, as long as the artist understands, they will be fine.

On the other hand, another artist, Alyssa Santos (@Alythuh) is a Filipino-American visual artist. Her personality and character are my favorite. I am so glad I found out about her through twitter. Her drive in

painting is really rare and out of the box. She is more focused on south-east Asian women since she wants to bring them out more and uses them as her own muse. I look up to her so much because since not a lot of people paint people of color, in her paintings she mainly paints people of color and shows as much detail as she can. I take her perspective into my own to look at detail heavily whether it is in photos or paintings. The detail is important since it brings the artwork out. She's been to so many galleries outside the country and it's to what I aspire to be. I want to be able to show my photographs in an art gallery to show the world what I've been working on. She also creates self-defense kits, sketchbooks, and apparel and it's just one of the things I admire from her because she is really caring about women around the world and their safety since she is created self-defense kits. That is a great idea to put her art in because at first, it was an idea to take care of the women in the Philippines and later on, she released self-defense kits.

Onto photographers, my all-time favorite photographer is Kaytlin Dargen (@kaydargs), she is a professional cotton candy photo gal and I look up to her so much, especially because she is a woman. There aren't enough woman in the photographer world and I just The effect of her photos have every photo look like a cotton candy theme and every just looks dreamy. The way she photographs the landscape, street and concerts are just amazing to look at since she edits with Photoshop and Lightroom but mainly photoshop. She recently released presets and has people edit their photos almost identical to hers and because of her photos, she got me to think outside the box and edit pictures at a way in adjusting the saturation and levels of the photo. Along with her photos, she adds surrealism to it and that's the best combo in my opinion that there can be. Recently she traveled to New Zealand and work on a project that opened up her first-ever print shop there which is something I aspire to do since I want to be able to sell my art in the future. I want to be able to travel around and photograph what I can and sell my photographs in categories of postcards, to being framed and for good causes.

Another photographer that I look up to is a self-made photographer, Kimberly (@kihmberlie), she is the girl in front and behind the camera. Initially, she wanted to be a model and after agencies denied her or didn't take her in, she decided to take it in her own hands and decided to be her own model in front of a camera. She comes up with the photoshoots, behind the scenes and looks for resources to come up with the

Jennifer Peralta

Senior Thesis

next photoshoot. She even does her own magazine designs as to if she was on Vogue, Bazaar or PAPER cover magazine. Her creativity inspired me that photographers do not need a location for a photoshoot, it can be visioned in a person's home. Also, people can use their resources and buy props from any store. She can turn anything into art and that's what makes her photographs stand out.

Since this is my last semester at Saint Peter's University, it's starting to get bittersweet because for the past 19 years, I have been going to school and it has taught me so much that it feels like a second home. Now that I am graduating this year, it will be a hard goodbye since I will get to experience the real world without my hand being held. For the past three years, I've been working part-time in three different jobs and the most current job I have is two years and still counting. My boss is looking forward for me to working full-time starting June. I am one of the lucky ones to have a job after graduating. However, I do not want to lose the image of what I really want to be, my own boss and be in control of my own ideas and aspirations. One of my main aspirations in life is to travel around the world and document what is going on through pictures and bring awareness of what is happening whether it is with photography or graphic design. I will make it happen. One of the questions I always get is "How will I make it happen?", and as soon as I take a road trip going across the country, is when my actual goals will start happening. As of right now, I am going to events with my father, networking and building connections with people that will help me be a better version of myself. I have quite some people that have a huge impact in career wise because they either let me design for them or photograph their events. I could not have asked for better people since it is just a start. Any person I have worked with and have worked with me are a blessing especially because they have helped me out with my work, given me advice and come back to me when they need another project done. Sometimes I go to them as practice if they need me to do anything for them so, I just volunteer because working for free at first gets you to have more connections then just charging people up front and scaring people away.

So far, back in July 2018, I registered my business name "Foreverphotojenic LLC" as photography and graphic design and it has been rocky. I am still fighting in thinking of staying as freelanced or moving forward with the company name. When I registered my business name, I got so so excited because I finally got the beginning of my career started.

Jennifer Peralta

Senior Thesis

A huge thanks to my father for pushing me and I couldn't thank him for always being there for me. Overall, I have had a lot of clients over the two years and I am so happy that I got to work with people that enjoyed me being their designer or photographer. I took a break the last couple of months because something didn't feel right and I just needed to focus on my well-being. I am slowly getting back on track and I cannot wait to get back to it. There's a couple of influencers that influence me on getting my stuff together and pushing me to be consistent in my career. Also, I have a notebook I specifically get from Target and the the front cover is plastered with quotes. It states, "Be bold. Take risks. Live life freely. Lead by example. Trust your gut. Say what you feel. Mean what you say. Express gratitude. Believe in your power. Exceed your expectations. Dance the night away. Skip down the street. Don't take no for an answer. Be your best self. Don't look back.", and it's one of the quotes I completely look up to and standby. Another advice that I learned is that people should listen to motivational podcasts, audios, videos and songs in the morning to have your morning on a jump start. It's also great to have another person's perspective on what can probably help a person to get a step closer to what they want to be. I listen to "Fearless Motivation" on Spotify and it's one of the great artists to have to speak your morning.

I have been wanting to be on my own for the past few couple of months just to see where my mindset will be at, but in a new state. I want to start my next chapter of my career and actually work for the Nike campaign because they focus on creating stories to build connections with their viewers who are constantly on their page. Nike takes in emotion from the customer through "emotional branding" which means that they carefully craft advertisements to point out and evoke feelings and make the Nike products more meaningful through the eyes of the customers. I will also love to work with Teen Vogue and be one of their photographers or creatives. My heart is more in photography than graphic design, but if I could do both, I will. Also another company I would love to work with is Paper Magazine. I love how their magazine is so urban and to today's world. Their creativity in the photoshoots and editor section is really mind-blowing. Then comes Spotify since I love music and their ideas on the application or work with actual artists on their album covers or even photograph their concerts and backstage performances. During that time, I will pick up on locations and start my journey going across country. I will just love having the idea of being able to work on working on corpo-

Jennifer Peralta

Senior Thesis

rate and company jobs first and then get started with what I want to do and be my own boss. I want to shoot for the stars and enjoy life while at it. Not a lot of people get to experience that and I would love to achieve my goals, especially because I am the first to graduate in my family and I just don't want to be under the impression of doing things at a specific way, I want to be myself and do what I love to do. Some people get lost in the image of what they would want to do and just do what their parents want to be and aren't happy in the end which I will not do. My parents are different and will love to see how successful I will be in the future in my own way. They are my biggest supporters.

In the end, I will like my art to influence people in going out more, to get out of their comfort zone, to not have social anxiety, to talk to people, to explore what they don't know and be a force of nature. I have come a long way and for the people that know me, know I have come a long way. I am currently fighting my shyness and trying to speak out more, to have a voice. I also am looking forward to seeing my art on postcards, in books and inspirations for other people to visit and see. I would love for people to say "Oh this is what Foreverphotojenic shot, we should visit this place because she's been there." I want to attract people to go to places but also understand what is really happening out in the real world just for them and I to be aware of what is really going on. So far, I have been letting my art be my voice since it is the only way I can express myself. My photography has been one and my quotes on designs have been another. There's a couple people that do look up to me and that they've reached out to me in saying how I helped them out in pursuing their photography career. Of course they are younger than me but all they are looking for is a mentor and for someone they can learn from. I have many mentors that are still teaching me about photography and how quickly it is changing. For some reason, people look up to me because of the way I am and how charismatic and humble I am. My niceness gets the both sides of me and most of the times, it gets me to be a step closer to making a connection and that's what I love. A lot of people cannot stand how happy I am but also say I shouldn't change because I am better off keeping that side of me since not a lot of people see that. The only things I would like to change is to be more assertive in what I want and going forward with it without hesitation. I usually have a second thought about it and I just want to follow my gut feeling and take risks because that is how people learn.