

# JENNA BRUCOLI

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## PROGRAM KNOWLEDGE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Sketch  
InVision  
Microsoft Office

## SPECIAL SKILLS

Marketing Strategy + Design  
Advertising Strategy + Design  
Editorial Design  
Interaction Design  
Copywriting  
Client Management  
Project Management  
Pop-Culture Trivia

## EDUCATION

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### The Ohio State University

Columbus, Ohio

#### Bachelor of Science in Design

2006–2010

Specialization in Visual Communication Design

## WORK EXPERIENCE

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### EffectiveUI

New York, New York

#### Senior User Experience/Visual Designer

2016–2017

Design ideal UX and visual style guide for digital products on web, iOS, and Android  
Design, manage, and ensure quality and optimization of all visual design outputs  
Assist sales team in designing/concepting for pitches and business development

### BrightLine

New York, New York

#### Design Manager

2014–2016

Manage and provide art direction to a team of visual and interactive designers  
Manage and ensure quality of all creative outputs and client deliverables

#### User Experience Designer, Design Lead

2012–2014

Create and curate immersive, interactive Connected TV and mobile advertisements  
Design user-experience and interfaces for branded, interactive destinations

Clients include: American Express, BMW, Chevrolet, Clinique, Disney Parks, Estée Lauder, Hellmann's, The Home Depot, TRESemmé, Vick's

### Edible Columbus Magazine

Columbus, Ohio

#### Print and Publication Designer

2011–2012

Design quarterly layouts, type treatments, and graphic elements  
Work with photographers, editorial team, and writing staff to bring articles to life

### The Ohio Union at The Ohio State University

Columbus, Ohio

#### Graphic Designer

2009–2011

Create various printed media for University organizations  
Generate concepts and incorporate feedback to achieve final product

## HONORS & ACHIEVEMENTS

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- Connected TV Summit Award – Finalist 2014, 2015
- Creative Media Award – Nominee 2013, 2014
- Mixx Award – Nominee 2013
- One Show Award – Nominee 2013, 2012
- Columbus Society of Creative Arts, Creative Best Award of Excellence – Winner 2010
- Columbus Society of Creative Arts, Creative Best Awards – Nominee 2009