



# Jen Black DESIGN

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## EXPERIENCE

### **Jen Black Design**, Petaluma, California

#### **Independent Senior Designer/Art Director**, (July 2016 – present)

Create visual communications for a wide range of clients in various industries, from small startups to established companies. Manage multiple projects in a fast-paced and deadline driven environment. Project types include: logos and identity development, website design, advertising, direct mail, brochures, packaging, and signage.

**Clients include:** Ready Pac Foods, Lustre-Cal Corporation, Oculus Financial Group, Calturas, John Fearless, EZplan, Portocork, Michael David Winery, Golden State Wealth Management, Transcend Fitness, Yucky Soap, SiNON Therapeutics, Humane Society of Stanislaus County, Seaglass Monkey Jewelry

### **E. & J. Gallo Winery**, Modesto, California

#### **Senior Designer**, Shopper Marketing Business Unit (October 2015 to July 2016)

Led and collaborated on the development of impactful, high-performing shopper 360 solutions for all brands under the E. & J. Gallo Portfolio. Responsibilities included concept development and delivery of strategic solutions for multiple projects occurring simultaneously; structural design, printed point-of-sale elements, digital concepts, departmental redesigns, and category/brand initiatives tailored toward retail partners.

#### **Senior Designer**, Popular Wine Business Unit (November 2011 to October 2015)

Led and collaborated on design and identities for multiple brands including: Barefoot Wine and Bubbly, Gallo Family Vineyards, The Naked Grape, and Dark Horse. Responsibilities included concept and design for point-of-sale elements, social media, rebranding and style guide development, and photoshoot art direction. Designed multiple projects for internal and external corporate events. Managed and mentored interns and freelance designers.

### **SK+G Advertising**, Las Vegas, Nevada

#### **Production Artist/Graphic Designer** (November 2010 to September 2011)

Design and production for luxury lifestyle brands including: Aria Hotel & Casino Las Vegas, Tropicana Las Vegas Hotel & Casino, River City Casino St. Louis, Lumière Place Casino & Hotels St. Louis, and L'Auberge Casino Resorts. Responsibilities included design and revisions for on-property signage, outdoor boards, direct mail, regional and nationwide advertisements.

### **Malone Advertising**, Akron, Ohio

#### **Studio Designer/Lead Production Artist** (January 2010 to October 2010)

Design and production for consumer product companies including: Kimberly-Clark, John Deere, Nestlé, Sherwin Williams, Goodyear, and Exxon Mobile Chemical. Responsibilities included design and revisions for point of sale displays, in-store coupons, circular ads and free standing inserts that ran nationwide. Oversaw all final art to ensure that files leaving the agency were error free and processed correctly. Developed a new workflow process to maximize efficiency and control the error rate of final files.

### **Edgepark Medical Supplies**, Twinsburg, Ohio

#### **Lead Designer** (May 2008 to January 2010)

Senior designer for all business units in a large medical supply company; Edgepark Medical Supplies, Meyer Distributing Company, Milliken Medical, Independence Medical, and Fitness Wholesale. Responsibilities included conceptual design for all high visibility projects including catalog covers, catalog template design, print ads, direct mail, newsletters, web banners, promotional materials, and tradeshow displays. Worked closely with the executive team to revamp the brand identities while still maintaining their integrity.

### **427 Design**, Akron, Ohio

#### **Graphic Designer** (March 2007 to April 2008)

Concept and design for a wide range of clients including: Padua Franciscan High School, US Chemical & Plastics, The John Wood Company, Ducati-ROC, and Thermo-Rite. Responsibilities included concept, design, and production of brochures, catalogs, identity systems, print ads, and tradeshow displays. Assisted in the initial launch of the company website by photographing all portfolio pieces and uploading all content to the site.

### **TTI Floor Care North America**, Glenwillow, Ohio

#### **Graphic Designer** (September 2004 to March 2007)

Marketing department in a manufacturing company for Dirt Devil, Royal, VAX, Regina and Medisana products. Responsibilities included the design of packaging, product manuals, sell sheets, and promotional materials. In-house photographer for all images used in presentations and mock ups, including color correction, and image retouching. Art direction for off-site photoshoots. Worked with local and international vendors and translators.

## EDUCATION

Kent State University, Kent, Ohio

College of Communication and Information

Bachelor of Arts, Visual Communication Design, May 2003

## SKILLS

Ability to conceive and develop effective designs from concept to completion. Fluent in Macintosh. Expert level in Adobe CC: Photoshop, Illustrator, and InDesign. Working knowledge of Microsoft Office: Word, Excel, PowerPoint. Experience in file management, and print production. Superior efficiency with time management, organization, and interpersonal skills.