

Versatile and creative designer with 20+ years of experience working within marketing and design industries. Extensive experience with conceptual approaches to branding, packaging, website, digital and traditional marketing campaigns. Vast knowledge of color and type. Always abreast of the latest design trends. Able to effectively manage teams of designers and project managers.

WORK

DENVER ART MUSEUM | GRAPHIC DESIGN MANAGER

October 2017–Present

Museum branding, exhibition branding, concept and design of marketing campaigns (print and digital), design of the bi-monthly member magazine, annual report design (print and digital), website wireframing/consulting, managing designers and project coordinators.

JENN GOODRICH DESIGN | FREELANCE GRAPHIC DESIGNER

June 2006–Present

Branding, website design, business collateral for a variety of small businesses and nonprofits. Recent clients: Driven Plastics (branding, website); By and Large Media (branding, website); Neuroconnections OT (branding, website); FirstTracks Venture Capital (website).

GARAGE BRANDING, WINSTON-SALEM, NC | ASSOCIATE CREATIVE DIRECTOR

September 2014–October 2017

Marketing campaign for Downtown Winston-Salem Partnership; Designed packaging, point of purchase, presentations, and advertising for HUE and No Nonsense Leggings, Socks And Sheers

ELEMENT 79 PARTNERSHIP, CHICAGO, IL | ART DIRECTOR

February 2004–June 2006

Print advertising for Gatorade, print and TV advertising for Propel Fitness Water, print and TV advertising for Hillshire Farm Deli Meat, Branding and collateral for Chicago Lighthouse for the Blind

MULLEN ADVERTISING, WINSTON-SALEM, NC | ART DIRECTOR

January 2003–February 2004

Print and TV advertising for Wachovia Bank, TJ Maxx, and Winston-Salem Warthogs

LAWLER BALLARD VAN DURAND, ATLANTA, GA | ART DIRECTOR & GRAPHIC DESIGNER

October 2001–January 2003

Print advertising for National Peanut Board and Freedom Ground

EDUCATION

The Creative Circus - Atlanta, GA

Salem College - Winston-Salem, NC