



JENNIFER NEWSOME

Senior Designer

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As a designer, I have worn many hats; I produce designs across various formats, platforms, and environments, including digital assets, branding development, corporate identity, customer-focused design, visual design, apps and brochures, and more. In addition, I am a lifelong learner, always looking to grow and improve my craft, staying up to date on industry trends and the latest design software.

WORK EXPERIENCE

FREELANCE VISUAL/GRAPHIC DESIGNER—Remote (12/2021–Current)

SELF-EMPLOYED, HOMOSASSA, FL

- Translate visual ideas into sketches, wireframes, mockups, and interactive prototypes that lead to intuitive user experiences.
- Adapted graphics for digital assets for email interface and various platforms (social, display advertising, websites, mobile apps, etc.).
- Communicate visual ideas effectively to clients, management, and staff.
- Juggle competing project demands and work with management to understand priorities.
- Design logos, branding development, brochures, PowerPoint decks/presentations, announcements, ads, flyers, and client marketing materials.
- Source, composite, and retouch images for print and web.

SR. GRAPHIC DESIGNER—HYBRID (7/2000–12/2018)

M FINANCIAL GROUP (MFG), PORTLAND, OR

- Collaborated and led the design team.
- Worked with internal and external teams to define requirements, iterate on visual design solutions, and contribute expertise to various projects.
- Visual design and layout of brochures, print ads, whitepapers, decks, and other print materials.
- Visual design and layout of digital assets for email interface and various platforms such as display advertising and web designs.
- Craft a unified visual brand for meetings, as well as the layout of all materials for each meeting, including programs, PowerPoint, signs, invites, digital banners, table kiosks, stage design, and handouts.
- Main contact for more than 125 MFG Member Firms; design ideation/creation of the redesign of logos, web design, ads, brochures, announcements, flyers, and other marketing materials.
- Managed production of all print pieces from conception to completion.

ACCOMPLISHMENTS WHILE WITH MFG INCLUDE, BUT ARE NOT LIMITED TO:

- Initiated personal goals to coordinate with Member Firms that could benefit from re-brand options for increased sales.
- A critical team member that brought visual and graphic design services in-house built the team and helped develop the Annual Report, which contributed to saving MFG considerable dollars.

COMMUNITY SERVICE

PORTLAND METROPOLITAN YOUTH SYMPHONY

Designed logo, signs, flyers, and programs for Viennese Ball.
Designed posters and promotional materials for Schnitzer Concert Hall.

AMERICAN CANCER SOCIETY—RELAY FOR LIFE

Media coverage and articles/materials for media partners.

EDUCATION

PORTLAND STATE UNIVERSITY

BFA GRAPHIC DESIGN (2019–2022)
PORTLAND, OR

COURSERA—GOOGLE UX DESIGN

CERTIFICATE (7/2022–12/2022)

AREAS OF EXPERIENCE

- Logo/Brand Design
- Digital Design
- Web Design
- UI/UX
- Prototyping
- Wireframing
- Typography
- Brochure Design
- Packaging
- Communication Skills
- Iconography
- Illustration
- Photo Editing
- Project Management
- HTML/CSS

PROGRAMS

- Adobe Creative Suite
- Figma
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe Premiere Pro
- Adobe Dreamweaver
- Adobe After Effects
- Microsoft Office
- Google Workspace
- Power Point/Keynote