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As a senior designer, I leverage a robust blend of artistic vision and technical proficiency to create and oversee visual content across a diverse array of platforms, including print, digital, and interactive media. My responsibilities encompass the design and production of multimedia assets for marketing initiatives and presentations, as well as brand strategy and management, customer-centric design, and the development of printed materials tailored for both B2B and B2C markets. I maintain a continuous growth mindset, consistently refining my storytelling techniques and design craft while remaining attuned to emerging industry trends and advancements in design software.

WORK EXPERIENCE

Senior Multi-Media Designer—10/2023–Current

MyCare Medical, Lutz, FL—Remote

- Take the lead in strategically supporting and driving the creative execution to elevate the MyCare brand.
- Establish and enforce brand guidelines across all programs and projects to ensure consistency and quality.
- Collaborate closely with the marketing team and other departments to create compelling visual concepts, layouts, and designs for print, digital, and web media, including advertising, social media, websites, and packaging, while proactively incorporating feedback to refine designs.
- Oversee the design process from initial concept to final execution, driving brainstorming, ideation, design development, and presentations to stakeholders, ensuring timely delivery of outstanding results.
- Effectively manage relationships with outside vendors to optimize project outcomes.
- Exhibit strong written and verbal communication skills, collaborating seamlessly with diverse teams and stakeholders to achieve shared goals.

Senior Graphic Designer —1/2023–10/2023

Pasco-Hernando State College, New Port Richey, FL—Hybrid

- Play a key role in conceptualizing, planning, and implementing complex publications and marketing materials, both online and offline.
- Expertly adapt graphics for digital assets utilized in email campaigns and across various platforms, including social media, display advertising, websites, and mobile apps.
- Design wireframes and collaborate effectively with web teams to create compelling graphic content for multiple platforms, ensuring optimal responsiveness for websites and mobile displays.
- Provide strategic guidance to other departments on the creative development of marketing materials, consistently upholding high-quality standards.
- Take charge in coordinating photo and video shoots, as well as commercials, to deliver impactful visual content.

Freelance-Designer—12/2021–01/2023

MetaOps/MetaExperts, Homosassa, FL—Remote

- Transform visual concepts into sketches, sitemaps, user flows, journey maps, wireframes, mock-ups, and prototypes to create intuitive user experiences.
- Design and adapt graphics for digital assets, including email interfaces and various platforms such as social media, display advertising, websites, and mobile apps.
- Effectively communicate visual ideas to clients, management, and team members.
- Develop concepts for logos, branding, brochures, PowerPoint presentations, announcements, advertisements, flyers, and marketing materials for clients.

Senior Graphic Designer—7/2000–12/2018

M Financial Group (MFG), Portland, OR—Hybrid

- Oversaw all design projects from conception to delivery.
- Designed and laid out brochures, print advertisements, white papers, presentations, and various other print materials.
- Created visual designs and layouts for digital assets, including email interfaces and platforms such as display advertising and web design.
- Conceptualized a cohesive visual brand for meetings and organized all related materials.
- Served as the primary contact for more than 125 MFG member firms, handling design ideation and the creation of branding, web design, advertisements, and marketing materials.
- Managed the production of all print materials from conception to completion.
- Played a crucial role in bringing visual and graphic design services in-house, building the design team, and mentoring junior designers, which resulted in significant cost savings for MFG.

EDUCATION

Portland State University

BFA Graphic Design—2019–2022

PORTLAND, OR

SKILLS

Brand/Logo Design
Print & Digital Media Design
Social Media Creatives
Web Design
UI
Wire-framing
Typography & Layout Design
Packaging
Communication & Collaboration
Iconography
Illustration & Visual Storyteller
Photo Retouching
Project Management
Mentoring
Problem-Solving
Time Management
Organization Skills
Creativity and Innovation

PROGRAMS

Adobe Creative Suite
-InDesign
-Photoshop
-Illustrator
-Premiere Pro
-Dreamweaver
-After Effects
-Firefly
Figma
Microsoft Office
Google Workspace
PowerPoint / Keynote
Asana / Slack / Basecamp
Wix Studio
MidJourney
Canva