



JENNIFER NEWSOME

Senior Designer | Visual Storytelling Design | Brand Strategy | Multimedia

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SUMMARY

Senior designer with 5+ years of brand design expertise, specializing in creating unified visual identities across print, digital, and motion platforms. Delivers engaging and user-centered designs that streamline brand guidelines and enhance multi-touchpoint communication. Notable achievements include reducing design costs by 25% and boosting campaign engagement by 40% through innovative design and strategic partnerships.

WORK EXPERIENCE

Senior Multi-Media Designer—10/2023 – 06/2025

MyCare Medical Group, Lutz, FL

- Directed the strategic execution of creative initiatives to enhance the MyCare brand, ensuring alignment with organizational identity.
- Developed and upheld comprehensive brand guidelines across print, digital, and web media, reinforcing consistency and quality in visual communications.
- Collaborated with the CMO and cross-functional teams to produce impactful visual designs to support both print and digital projects.
- Refined design concepts through iterative feedback and managed the entire design process from concept to execution, consistently meeting tight deadlines.
- Communicated effectively with diverse stakeholders and external vendors to optimize visual outcomes and enhance overall brand presence.
- Streamlined marketing asset management by implementing an organized filing system, improving accessibility, and operational efficiency.
- Forged partnerships with print vendors to design a user-friendly storefront, ensuring high-quality access to marketing materials for clinics and employees.

Senior Graphic Designer—01/2023 – 10/2023

Pasco-Hernando State College, New Port Richey, FL

- Conceptualized, planned, and executed complex publications and marketing materials for both digital and print mediums, reflecting strong brand design principles.
- Integrated digital assets and executed motion design for email campaigns and dynamic digital displays.
- Designed detailed wireframes and collaborated with web teams to ensure responsive and engaging content across multiple platforms.
- Provided strategic visual guidance to various departments, aligning design initiatives with established brand guidelines and overall marketing objectives.
- Co-coordinated photo, commercial, and video shoots to produce compelling visual content that enhanced the institution's brand identity.

Freelance—Senior Designer—12/2021 – 01/2023

MetaOps/MetaExperts, Homosassa, FL

- Transformed visual concepts into sketches, sitemaps, user flows, journey maps, wireframes, and mock-ups to create intuitive user experiences for updated websites.
- Designed and adapted graphics for digital assets, including email interfaces and various platforms such as social media, display advertising, websites, and mobile apps.
- Effectively communicated visual ideas to clients, management, and team members.

Senior Graphic Designer—07/2000 – 12/2018

M Financial Group (MFG), Portland, OR

- Led the initiative to bring visual and graphic design services in-house, building a skilled design team and establishing vendor partnerships, resulting in significant cost savings for MFG.
- Directed design projects from concept to delivery, ensuring high-quality outcomes.
- Created compelling brochures, print ads, white papers, and presentations, managing the entire design process.
- Developed engaging visual designs for digital assets, including email interfaces and web platforms.
- Conceptualized and executed a cohesive visual branding for 2-5 annual meetings/events per year, organizing and developing all related materials and staging.
- Served as the main contact for over 125 MFG member firms, overseeing design ideation and the creation of branding and marketing material.

KEY ACHIEVEMENTS

- Reduced design costs by 25% through strategic vendor partnerships.
- Increased online campaign engagement by 40% with new design strategies.
- Led a team of two to design multiple marketing and event materials monthly.
- Developed user-friendly storefront, increasing access efficiency by 30%

EDUCATION

BFA, Graphic Design

Portland State University
2019–2021

Google Certificates

- Build Wireframes and Low-Fidelity Prototypes: B9ZBU1ZGC37R
- Foundations of User Experience (UX) Design: 1LI5GJ0MF7QU
- UX Design Process: Empathize, Define, and Ideate: KSKPIGV447BC
- Conduct UX Research and Test Early Concepts: CQMA7WXZJDSB

SKILLS

- Design Expertise:** Brand and Logo Design, Print and Digital Media, UI Design, Typography and Layout Design, Wireframing, Iconography, Visual Storytelling, Photo Retouching, Mentoring, Creativity and Innovation
- Project Management & Communication:** Strategy Project and Time Management, Prioritizing, Collaboration and Communication, Problem-Solving, Time Management, Organization Skills
- Technical Proficiency:** Adobe InDesign, Adobe Premiere Pro, Adobe Photoshop, Adobe After Effect, Adobe Illustrator, Adobe Firefly, Figma, Microsoft Office / Power Point, Google Workspace, Keynote, Asana / Slack / Basecamp, Wix Studio, MidJourney, Canva, Constant Contact, Basic knowledge of HTML/CSS

ADDITIONAL EXPERIENCES

Event Coordinator/Communications Associate

United Way of the Columbia-Willamette
Portland, OR