

Jen Strauss

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Freelance Senior Graphic Designer/Art Director, Philadelphia (2015-Present)

Create and layout advertisements, brochures, publications, invitations and signage for **Philadelphia Museum of Art**.

Design packaging for **Sam's Club** products including baked goods, frozen food and outdoor furniture at **Rouge 24**.

Other freelance clients include: **Music Theater Philly, Rail West Design Agency, Kind Financial, Holman Ford, Curtis Learning** and **City Cakes, NYC**.

PICPA/Senior Graphic Designer, Philadelphia (2013-2015)

Responsible for creation and layout of quarterly journal in collaboration with the communications team.

Created all marketing materials including brochures, postcards, posters, e-mails, and infographics for conferences for various departments.

Managed internal relationships within marketing team; provided day-to-day direction to two graphic designers; oversaw and assigned workload and managed priorities and time lines.

Managed and supported relationships with internal clients and external vendors, suppliers, and freelancers.

Executed and applied brand guidelines to improve consistency in overall brand identity.

Freelance Senior Graphic Designer/Art Director, NYC (2008 - 2013)

Created packaging concepts and presentations for **Colgate-Palmolive**.

Worked on creating new brand identities and trade show booth layouts for **Mindsinsync**, a home goods and pet product company.

Designed brochure and magazine advertising, as well as create Sephora planograms for **Kinerase** Skincare Lines.

Other freelance clients have included: **Tribeca Comedy Lounge, Frolic** Pet Products, **Micromilestones** Marketing, **Bootlegger21** Vodka, and **Little Stars Studios** Photographer.

Dyson Inc./ Senior Graphic Designer, NYC (2007 - 2008)

Performed lead role as a brand guardian in the concept and design of new product launches, point of sale, public relations, internal communication, and event materials.

Managed Dyson Airblade launch, including design of launch events for media and trade, art direction of production company, and creation of sales and PR print materials.

Worked with Creative Director to build the USA team from the ground up.

Managed, trained, supervised and provided art direction for 5 designers.

OXO International/ Graphic Designer, NYC (2002 - 2007)

Designed and executed packaging, consumer brochures, and PR materials.

Managed overseas production for packaging and print material for 500 products.

Created and managed all multi-lingual packaging for 300 products.

Art directed photo shoots for packaging and print materials.

Coordinated timing with product managers and vendors to meet ship dates.

summary

Graphic Design professional with experience working both in-house and freelance on print brochures, e-mail marketing campaigns, and packaging. Ability to shepherd an idea from conception to final layout on multiple projects in parallel. Strong communication skills, resulting in successful collaboration with in-house teams, vendors and clients. Proficient in problem-solving efficiently and diplomatically with positive results. Enthusiastic interest in all types of design with special passion for packaging, branding, layout and product presentations.

design skills

Art Direction
Graphic Design
Packaging
Typography
Branding
Digital Photography
Illustration

software skills

Illustrator
Photoshop
Indesign
HTML5
CSS
CMS
PowerPoint
Mac/PC Platforms
SCSS

education

Penn State University,
University Park, PA
BA in Graphic Design, 2002
Independent study: Packaging Practicum
NYCDA, Philadelphia, PA
Web Development 100
Front End 101
Expected completion June 2016