

JENNIFER ROSE

STRENGTHS

-  **Strong Collaborator**
Consistently partners with cross-functional teams to produce design solutions that enhance brand visibility and effectiveness.
-  **Deadline-Oriented**
Skilled at working under pressure and in fast-paced work environments.
-  **Industry Expertise & Adaptability**
Skilled at adapting designs to diverse industries, ensuring they resonate with varied audiences.

SKILLS

Adobe Suite • Illustrator
Photoshop • InDesign • HTML
PowerPoint • Microsoft Word
Branding • Visual Design

CERTIFICATION

Graphic Design & Illustration - 2024
Adobe Certified Professional in Graphic Design & Illustration
Using Adobe Illustrator

AWARDS

- Gold ADDY - 2019**
Valley Children's Hospital
Brand Campaign
- MLS Marketing Team of the Year - 2016**
Seattle Sounders FC
- FLYP's Company of the Year - 2013**
Fresno Grizzlies
- Adobe Design Achievement Awards - 2012**
Semi-Finalist - Print Design
- Student Gold ADDY - 2012**
Sales Promotion Packaging
- Student Silver ADDY - 2012**
Point of Purchase Display

Senior Graphic Designer | Visual Storyteller

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SUMMARY

Experienced in-house graphic designer with over 10 years of expertise across diverse industries, including healthcare, sports, technology, and off-road products. Skilled in adapting to various brand identities and target audiences to create impactful, tailored designs. Passionate about staying current with design trends and emerging technologies. Proven ability to work under pressure, meet tight deadlines, and collaborate effectively with cross-functional teams. Committed to delivering visually compelling designs that exceed expectations and align with brand objectives.

EXPERIENCE

Graphic Design & Creative Service Specialist Jul 2018 - Present
Valley Children's Healthcare Madera, CA

Accountable for designing publications, advertisements, collateral pieces, marketing materials, multimedia and electronic communications for both electronic and print. Coordinate the design process from concept to final product and focus on ensuring high quality and cost-effectiveness throughout all marketing materials. Responsible for protecting and maintaining a consistent brand image for Valley Children's.

Senior Graphic Designer Mar 2017 - Jul 2018
Trail-Gear, Inc. Fresno, CA

Prioritized graphic workload and effectively coordinate multiple projects. Prepare unique print materials, including advertisements, merchandise, brochures, web, social media and logo design. Adhere to all corporate brand guidelines when preparing graphic materials. Design artistic signage for special corporate events. Contribute ideas during strategic and conceptual brainstorming sessions. Support production of various product releases under tight time constraints.

Graphic Designer Oct 2016 - Feb 2017
Anker Innovations Seattle, WA

Work collaboratively with other members of the creative team, brainstorming visual and developing copy ideas. Provide creative design to support the marketing messages clearly to a non-technical audience. Create and communicate concepts with creative design, highlighting the unique selling points of the service.

Graphic Designer Dec 2014 - Sept 2016
Seattle Sounders FC Seattle, WA

Helped drive the visual identity of the Seattle Sounders FC and Sounders FC 2, through the design of a wide variety of marketing including: flyers, digital and print advertisements, emails, logos, posters, stadium signage, large-scale graphics, PowerPoint presentations, digital ads, tickets, and promo items.

Graphic Designer Jan 2014 - Dec 2016
Fresno Grizzlies/ Fresno Fuego Fresno, CA

Initiate, develop and execute the design of multiple visual communication strategies including: T-shirts, digital media, conventional print media, advertising campaigns, web communication, brand identity, promotional items and in-game graphics.

EDUCATION

BFA Graphic Design 2008 - 2012
California State University, Fresno Fresno, CA