






## CONTACT

 jennydoggerdesign@gmail.com

 jennydoggerdesign.com

 www.linkedin.com/in/jennydoggerdesign

# JENNY DOGGER

ART DIRECTOR • GRAPHIC DESIGNER



## PROFILE

Designer, visual storyteller, and all-around creative. With 15+ years of experience turning ideas into eye candy. Backed by a BA in Graphic Design and a deep love for marketing, I blend aesthetics with strategy. I work where creativity meets tech, crafting bold designs that actually do something. With strong people skills and a collaborative spirit, I bring fresh ideas, sharp visuals, and good energy to every project I take on.



## STRENGTHS

- Proven leadership skills
- Interpersonal relationships and teamwork, client interface
- Creative, productive, and professional
- Exceptional work ethic, positive, enthusiastic
- Highly skilled in applications including Adobe CC, Photoshop, InDesign, Illustrator, Premiere Pro, Lightroom, Microsoft Word, PowerPoint, Excel, Canva, Figma, Klaviyo, Mailchimp, Attentive, Shopify, Squarespace, Wix



## EXPERIENCE

### **Freelance Graphic Designer | JD Design** (June 2010 - Present)

- Collaborate closely with clients to bring their vision to life through thoughtful, strategic brand identities
- Design beautiful, user-friendly websites that align with each brand's voice and connect with their audience
- Create impactful digital and print marketing materials that not only look great but drive results and build trust

### **Art Director | KIMIA** (August 2023 - Present)

- Lead the development of cohesive brand identities, digital marketing assets, and website designs that drive engagement and business growth
- Direct creative strategy and execution across social media, digital campaigns, and branding projects for a diverse client portfolio
- Collaborate with cross-functional teams to deliver visually compelling, results-driven design solutions in a fast-paced agency environment



BRAND IDENTITY

DIGITAL MARKETING

WEB DESIGN

LOGO DESIGN

EMAIL DESIGN

PACKAGING DESIGN

SOCIAL MEDIA

PRINT DESIGN

CAMPAIGN STRATEGY

CREATIVE DIRECTION



## EDUCATION

PRINCIPIA COLLEGE,  
Elsah, Illinois

BA, Graphic Design, June  
2010, graduated Cum Laude

Principia College Honor Roll,  
recognition and awards for  
being a scholar athlete

### Art Director | HAIRtamin® (April 2018 - August 2023)

Successfully managed a team of designers to develop creative and effective campaigns from concept to completion

Facilitated team meetings, provided creative feedback and ensured that all deadlines were met

Reviewed and approved all creative projects and professional proofs

Worked closely with the CEO, Marketing Director, and Social Media team on product development, marketing campaigns and promotional materials

Effectively designed and implemented all marketing materials and campaigns including email campaigns, social media posts, product packaging, website design, infographics and SMS text campaigns

### Graphic Designer | Joe Verde Sales & Management Training, Inc. (October 2011 - April 2018)

Designed and implemented a wide spectrum of materials in the Art & Marketing Department including website design, book covers, magazine advertisements, emails and social media posts

Met frequently with the President, GM, Marketing Director, Sales Manager, and Business Development Manager, helping design company marketing campaigns and support Industry Conventions

Worked closely with the Marketing Department Team, Marketing Director, Art Director, Video Production, and Web Master, on marketing campaigns, website graphics, and emails resulting in thousands of new leads

Wrote copy for advertising mailers, blog articles, and tag lines for photos

Implemented social media strategy, created all posts and managed social media pages

### Graphic Designer | The Unleaded Group (June 2009 - August 2009)

Started as an intern and was promoted to a full-time position before returning to college to complete degree

Supported hundreds of local Denver businesses by designing logos, brochures, flyers, table top signs, postcards, business cards, mobile ads, and website mockups

Met face to face with clients on current company branding projects such as websites, logos, business cards, to ensure the most effective and professional results

Worked daily with the Art Director and with company clients on current branding projects such as logos and business cards

Wrote script, photographed, and helped on set with shoots for TV commercials