



SUMMER JENNINGS

VISUAL COMMUNICATIONS DESIGNER

EDUCATION

Bachelor of Science

Communicative Art + Design
Russell Sage College - Troy, NY

Associate of Arts

Art Therapy
Rowan College of SJ - Vineland, NJ

PROFESSIONAL SKILLS

Digital Illustration
Brand/Logo Design
Creative Direction
SEO Strategy
UI + Front End Web Design
Marketing
Fine Art
Social Media

PROFICIENCIES:

Adobe Illustrator
Adobe XD
Adobe Photoshop
Wordpress
Adobe Experience Manager (AEM)

CONTACT

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W: www.thesummerlace.com

VOLUNTEER WORK

Social Media Manager - Seasons
Northeast + Terra Nova YAG

Bat Keeper and Guide - Tolga Bat
Hospital Australia

Construction Laborer - Habitat for
Humanity TN + LA

Art Therapist - The Eddy +
Wildwood Programs

ABOUT

Hailing from Upstate NY, I am an enthusiastic and hardworking creative communication designer with 5+ years of marketing experience in multiple channels. My professional passion is to visually communicate a message for the user (whether that be a customer or internal employees) with a design that is easy to understand and fully informative, all with a pleasing aesthetic.

WORK EXPERIENCE

LEAD COMMUNICATIONS DESIGNER

Outspoken Media / Troy, NY / 2017 - Present

- Design custom graphics and images sharable through social, email, or other digital marketing campaigns on an editorial calendar.
- Manage the capacity and wellness of an internal team of creatives.
- Direct website redesigns — including brand colors, creative elements, information architecture, user experience, and component design.
- Create engaging blog posts or web pages from creative brief to publishing: keyword research, competitive landscape, outline, copywriting, graphic design, and staging.
- Conceptualize site rebrands and create sitemaps of consolidated digital content.
- Provide external communication to clients regarding design strategy, process, timeline, and logistics.

FREELANCE GRAPHIC DESIGNER

The Summer Lace / Troy, NY / 2018 - Present

- Engage directly with clients and work with them to achieve their goals effective visual solutions.
- Create social media graphics, custom websites, book illustrations, and business logos.
- Establish brand and style guidelines for new small businesses.

MARKETING APPRENTICE | CREW LEADER

Chick-fil-A / Vineland, NJ / 2012 - 2016

- Assisted Marketing Director in planning, setting up, and running community events.
- Contributed to franchise's media outreach and managing store Instagram.

ART + CERAMICS AID

Rowan College of South Jersey / Millville, NJ / 2015

- Prepared gallery for featured art exhibitions.
- Loaded and unloaded kilns, and recycled clay.
- Filing office work, answering calls, and taking class registration.
- Contributed 7 pieces to gallery show.