



SUMMER JENNINGS

VISUAL COMMUNICATIONS DESIGNER

ABOUT

Proudly living in Upstate NY, I am an enthusiastic and hardworking creative communication designer with 6+ years of graphic 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.

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
Social Media
Creative Direction
SEO Strategy
UI + Front End Web Design
Marketing
Fashion Styling + Design

PROFICIENCIES:

Adobe Illustrator
Adobe XD
Adobe Photoshop
Adobe InDesign
Wordpress / WIX
Adobe Experience Manager (AEM)

CONTACT

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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

WORK EXPERIENCE

GRAPHIC DESIGNER

New York State Senate / Albany, NY / 2022 - Present

- Develop new design concepts, graphics and layouts for Senate Members including brochures, signs, policy papers reports, advertisements, and additional communication materials for print, social media, or mass e-mail formats.
- Produced innovative graphic design requests from concept through completion working closely with a team of designers, editors, and coordinators.

LEAD COMMUNICATIONS DESIGNER

Outspoken Media / Troy, NY / 2017 - 2022

- Design custom graphics and images sharable through social, email, or other digital marketing campaigns on an editorial and social 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

ART + CERAMICS AID

Rowan College of South Jersey / Millville, NJ / 2015