



# 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  
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

#### CREATIVE DIRECTOR

Rhino 7 / Raleigh, NC / 2023 - Present

- Help to craft and cultivate strong leadership and direction for all creative needs across the company
- Champion the culture and brand of Rhino 7, overseeing the look and feel of the company, both online and in-person to ensure that the brand remains current and consistent.
- Lead ideation and brainstorming to generate new ideas, concepts and solutions to help solve problems within the company for greater impact.
- Regularly evaluate and update creative processes and content of the Rhino 7 brand to stay relevant with a changing demographic.
- Ideate, plan and execute current, compelling and engaging content for the creative needs of the company.
- Manage creative projects effectively, meeting timelines, quality expectations and overall goals.
- Lead the ongoing development, design and function of the Rhino 7 website.
- Work directly with VP of Operations and VP of Franchise Development to establish needs, vision, and tasks for Operations Assistants and beyond.
- Provide direction, guidance and support to other Rhino 7 team members in producing digital, written, and print communication and content.
- Direct photoshoots and video shoots for Rhino 7 brands, partnerships, and other image needs.
- Coordinate the look and feel of the environments of Rhino 7 including signage, lobby, and other spaces needed.
- Stay up to date with industry trends, tools, and technologies to continually push the creative boundaries and enhance team performance.

#### GRAPHIC DESIGNER

New York State Senate / Albany, NY / 2022 - 2023

- 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 / 2018 - Present