

JENNIFER GRAU

Graphic Designer

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Summary

Graphic Designer with a diverse set of skills and experience in producing print, digital and web projects. Helps companies improve marketing efforts by designing brand collateral and supporting materials to create visual consistency across multiple platforms. A problem solver with a can-do attitude and willingness to learn. Experience and adaptability make it possible to turnaround quality projects in a timely manner.

Skills

- Layout and Design
 - Typography
 - Color Theory
 - Graphic Illustration
 - Responsive Web Design
 - HTML / CSS
 - Presentation Design
 - Collaboration
 - Concept Development
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Technical Skills

- • • • • Adobe Photoshop
 - • • • • Adobe Illustrator
 - • • • • Adobe InDesign
 - • • • • Adobe XD
 - • • • • Adobe Dreamweaver
 - • • • • Wordpress
 - • • • • Keynote / Powerpoint
 - • • • • Google Suite
 - • • • • Adobe Workfront
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Work Experience

GRAPHIC DESIGNER

Workday / Contract / December 2021 - June 2023

Workday is a cloud-based enterprise software company that includes solutions for finance, HR, planning, and spend management. I was a contract graphic designer on the account based marketing team and also provided design support to the field marketing team in Mexico.

- Designed press-ready creative for print materials such as booklets, info sheets, postcards, packaging materials and more.
- Created custom graphic illustrations as needed to support content.
- Produced digital assets and social media banners to promote webinars and other online special events.
- Brainstormed and developed concepts to bring unique marketing tactics to life.
- Partnered with copywriters, art directors, and marketing team members to deliver on-brand, on-brief work that met tight deadlines and remained on budget.
- Coordinated with print vendors to produce materials.

WEB GRAPHIC DESIGNER

HBO Latin America Group / Coral Gables, FL / March 2012 - February 2021

HBO Latin America owned and distributed several television channels in Latin America, Brazil and Caribbean regions, including HBO and its streaming platform. I worked on the Digital and New Media team and supported the affiliate marketing team.

- Designed, developed, and managed 10+ affiliate micro sites.
- Created both static and animated banners as needed for multiple departments.
- Built landing pages to promote on-air programming and support in-person marketing events.
- Produced quarterly mock-ups and assets to assist in marketing of the HBO streaming platform.
- Supported various departments in producing graphic design material such as: presentations, mock-ups, logos, and other printed and digital material.

WEB GRAPHIC DESIGNER

Freelance / Remote / January 2009 - February 2012

As a freelance designer I worked with several small businesses on a variety of projects.

- Designed, developed and managed client websites.
- Created digital products such as landing pages, email newsletters, video slideshows and presentations.
- Designed print materials which included business cards, posters, menus, logos, brochures and vehicle graphics.

WEBMASTER

Beasley Broadcast Group / Miami, FL / June 2007 - December 2008

Beasley Broadcast Group owns and operates various radio stations across the US. My time there was spent working with South Florida's local stations: Kiss Country and Power 96.

- Designed weekly promotional web banners for consumer websites.
- Designed landing pages to support on-air promotions.
- Managed daily content for WKIS.com including creation of banners, updating copy and images, shot and edited short videos, and built promotional landing pages.
- Created a weekly email newsletter and pulled monthly statistics reports.
- Designed event logos and printed promotional materials.

Education

BACHELOR OF FINE ARTS, GRAPHIC DESIGN American Intercontinental University / Weston, FL

ASSOCIATE OF SCIENCE, INTERACTIVE MEDIA DESIGN The Art Institute of Fort Lauderdale / Fort Lauderdale, FL

ASSOCIATE OF ARTS, COMMERCIAL ART Miami Dade College / Miami, FL
