Jenny Bowler

SENIOR BRAND DESIGNER

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PORTFOLIO
www.jennybowler.com

SKILLS
- Graphic design
- Web design
- Email design
- Motion design
- Photography & photo editing

PROGRAMS
- Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Figma
- Canva
- Web builders & HTML/CSS

PERSONAL STATEMENT
Senior graphic designer with 10 years of experience increasing brand exposure, audience conversion, and customer retainment by leveraging strategic storytelling, design, and social listening to create graphic, photo, and video experiences for multi-channel marketing campaigns. Pixel-perfect obsessed and results-driven go-getter with unending curiosity and creativity. Also knows how to crack a joke now and then.

EXPERIENCE

Graphic Designer & Product Photographer/Content Creator: 2011 – Current
Contract & Freelance
- Managed over 50 client accounts and completed more than 200 individual print, web, and digital design projects.
- Designed key artwork for marketing and event campaigns totaling over $250,000 in profits.
- Spearheaded rebranding projects and created robust brand systems, including style guides.
- Instituted templated assets to slash costs of design contracts up to $200,000 per year.

Senior Graphic Designer, Organic Social: July 2022 – Current
Thrive Market (Contract)
- Developed new visual brand for Instagram and blog content, helping grow account by 5,000 followers per quarter.
- Saved company $90,000 annually, eliminating design needs by creating templated social media and blog assets.
- Produced social media content that reached over 300k accounts in less than 4 months.

Graphic Designer: 2017 – 2021
Leavitt Partners (Contract)
- Produced conference and event marketing campaigns that attracted more than 500,000 attendees.
- Managed over 10 projects at once for 7 different verticals.
- Collaborated cross-functionally with a team of copywriters, managers, and both internal and external stakeholders on text-heavy assets requiring multiple infographics and data visualization.

Graphic & Web Designer: 2016 – 2017
Khamu Solutions
- Managed projects and communicated directly with over 50 clients.
- Constructed more than 30 full Wordpress and Joomla websites, customized with HTML and CSS.
- Oversaw introduction and maintenance of data entry for SaaS customers.

EDUCATION

Google UX Design Course
- Certificate pending

College of Western Idaho – Boise, Idaho
Liberal Arts
- 3.5 GPA