



Jen Black DESIGN

EXPERIENCE

Jen Black Design, Asheville, North Carolina

Independent Senior Designer/Art Director, (July 2016 – present)

Create visual communications for a wide range of clients in various industries, from small startups to established corporations. Manage multiple projects in a fast-paced and deadline driven environment. Project types include: logo and identity development, advertising, direct mail, brochures, packaging, web design, and tradeshow materials.

Clients include: Reverie II Wine, Blue Oak Vineyards, The Preamble Wine Company, Portocork, Trefinos USA, John Fearless, EZplan, Ready Pac Foods, Lustre-Cal Corporation, Oculus Financial Group, Transcend Fitness, SINON Therapeutics, Humane Society of Stanislaus County, Seaglass Monkey Jewelry, Spirit & Sage Shop

Aonair Wine, Napa, California

Brand Manager (June 2017 to November 2018)

Multifaceted position including three roles: Creative Director, Production Manager, and Wine Club Coordinator. Responsibilities included concept and design of packaging and on-property signage for Aonair and umbrella properties along with multiple private label wine brands. Procurement for all bottling supplies and management of production schedule. Management of wine club for over 3,500 members.

E. & J. Gallo Winery, Modesto, California

Senior Designer, Shopper Marketing Business Unit (October 2015 to July 2016)

Led and collaborated on the development of impactful, high-performing shopper 360 solutions for all brands under the E. & J. Gallo Portfolio. Responsibilities included concept development and delivery of strategic solutions for multiple projects occurring simultaneously; structural design, printed point-of-sale elements, digital concepts, departmental redesigns, and category/brand initiatives tailored toward retail partners.

Senior Designer, Popular Wine Business Unit (November 2011 to October 2015)

Led and collaborated on design and identities for multiple brands including: Barefoot Wine and Bubbly, Gallo Family Vineyards, The Naked Grape, and Dark Horse. Responsibilities included concept and design for point-of-sale elements, social media, rebranding and style guide development, and photoshoot art direction. Designed multiple projects for internal and external corporate events. Managed and mentored interns and freelance designers.

SK+G Advertising, Las Vegas, Nevada

Production Artist/Graphic Designer (November 2010 to September 2011)

Design and production for luxury lifestyle brands including: Aria Hotel & Casino Las Vegas, Tropicana Las Vegas Hotel & Casino, River City Casino St. Louis, Lumière Place Casino & Hotels St. Louis. Responsibilities included design for on-property signage, outdoor boards, direct mail, regional and nationwide advertisements.

Malone Advertising, Akron, Ohio

Studio Designer/Lead Production Artist (January 2010 to October 2010)

Design and production for consumer product companies including: Kimberly-Clark, John Deere, Nestlé, Sherwin Williams, Goodyear, and Exxon Mobile Chemical. Responsibilities included design for point of sale displays, coupons, and nationwide ads. Developed a new workflow process to maximize efficiency and control the error rate of final files leaving the agency. Personally oversaw final art for all print projects leaving the agency.

Edgepark Medical Supplies, Twinsburg, Ohio

Lead Designer (May 2008 to January 2010)

Senior designer for all business units in a large medical supply company; Edgepark Medical Supplies, Meyer Distributing Company, Milliken Medical, Independence Medical, and Fitness Wholesale. Responsibilities included conceptual design for product catalogs, print ads, direct mail, newsletters, web banners, and promotional materials.

427 Design, Akron, Ohio

Graphic Designer (March 2007 to April 2008)

Concept and design for a wide range of clients including: Padua Franciscan High School, US Chemical & Plastics, The John Wood Company, Ducati-ROC, and Thermo-Rite. Responsibilities included concept, design, and production of brochures, catalogs, identity systems, print ads, and tradeshow displays.

TTI Floor Care North America, Glenwillow, Ohio

Graphic Designer (September 2003 to March 2007)

Marketing department in a manufacturing company for Dirt Devil, Royal, VAX, Regina and Medisana products. Responsibilities included the design of packaging, trilingual product manuals, sell sheets, and promotional materials. Worked with local and international vendors and translators.

EDUCATION

Kent State University, Kent, Ohio

College of Communication and Information

Bachelor of Arts, Visual Communication Design, May 2003

SKILLS

Ability to conceive and develop effective designs from concept to completion. Fluent in Macintosh. Expert level in Adobe CC: Photoshop, Illustrator, and InDesign. Working knowledge of Microsoft Office: Word, Excel, PowerPoint. Experience in file management, and print production. Superior efficiency with time management, organization, and interpersonal skills.