

jennifer neuman

SUMMARY

Also known as “Juice”, I’m an ardent pixel pusher of 5+ years that approaches design challenges with vigor, enthusiasm, optimism, humor, and a whole lot of spunk. I tackle complex design problems with thorough research and strategy to contrive beautiful design solutions.

PROFESSIONAL EXPERIENCE

Art Director

EBarr | 2021 - 2024

What I worked on: Space Coast Credit Union, WMFE Public Radio (NPR Affiliate), Space Coast Economic Commission, Realtors of Broward, Palm Beaches, & St. Lucie., New York Life Investments, and Agency Self-Promo. I developed strategic art and layouts for both traditional and digital deliverables. I also crafted strategic, considerate, and comprehensive design solutions for logotype and brand creation

What I learned: It’s in this role that I’ve grown the most. I’ve learned what it means to lead other designers with care and compassion. I learned about mediums I’d never worked with before and what it really means to take a campaign 360°. I developed and art directed my 65 year old agency’s first CG animated TV spot. And in doing all that, I honed my brand strategy skills in a way that could only be proven through effectiveness.

Junior Art Director

PPK | Tampa | 2019 - 2021

What I worked on: Ark Naturals, PDQ, Florida Lottery. I created innovative and compelling ad campaigns, brainstormed and collaborated with different teams to provide unique concepts that exceed clients’ expectations, and justified design solutions to clients during client meetings.

What I learned: Here, I learned the real definition of “art director”. Being a junior is something I was grateful for. It allowed me to be a sponge, and boy did I soak up some knowledge. I developed an understanding of what it means to be an art director, including how to work alongside a studio team to see all campaign deliverables built out.

Graphic Design Intern

Hype Group | St. Petersburg | 2018

Developed an understanding of the agency process and what it means to be a part of a team.

EDUCATION

BFA in Graphic Design

University of South Florida
Magna Cum Laude

Associates in Arts

St. Petersburg College
Phi Theta Kappa Honor’s Society
Summa Cum Laude

AWARDS

Graphis Design Annual, Gold | Ark Naturals
“Wildly Better Mobility” | Print
Graphis Design Annual, Silver | Ark Naturals
“Crafted in America” | Print
Graphis Design Annual, Silver | Ark Naturals
“Doggie Bowl” | Print
Graphis Design Annual, Honorable Mention | Ark Naturals
“Doggie Trash” | Print
Graphis Design Annual, Gold | The Broward, Palm Beaches & St. Lucie REALTORS® “Countdown” | Broadcast
Graphis Design Annual, Gold | The Broward, Palm Beaches & St. Lucie REALTORS® “Game Night” | Broadcast
Addy Awards | Best in Local Show | Summit Broadband
“Fiber to the Home” | Direct Mail
Addy Awards | Best of Show | EBarr “Ampersand”
Self-Promotion
Addy Awards | Gold District New York Life Investments Dual
Impact Social Media Campaign

TOOLS

Proficient in Adobe Photoshop,
Illustrator, InDesign, After Effects,
and Premiere Pro
Efficiency in Microsoft software
Working knowledge of HTML/CSS

SKILLS

Art Direction
Typography
Branding + Strategy
Packaging
Illustration