

# jennifer neuman

ART DIRECTION | DESIGN | WHAT HAVE YOU

## SUMMARY

Ardent pixel pusher of 3+ years that approaches design challenges with vigor, enthusiasm, optimism, humor, and a whole lot of unwarranted dad jokes. I tackle complex design problems with thorough research and strategy to contrive beautiful design solutions. I've worked with clients such as the Florida Lottery, PDQ, Lennar Homes, and Ark Naturals.

## PROFESSIONAL EXPERIENCE

### *Junior Art Director*

PPK | Tampa | 2019 - 2020

Authored superior artwork and layout for print and digital deliverables such as emails, print publications, banners, and flyers, devised smart design solutions for logotype and brand creation, created innovative and compelling ad campaigns, such as TV spot conception and print and digital materials to effectively reach client's target audience, brainstormed and collaborated with teams of up to 8 to provide unique concepts that exceed clients' expectations, and justified design solutions to clients during client meetings.

### *Graphic Design Intern*

Hype Group | St. Petersburg | 2018

Tended to various projects delegated to myself by in-house designers which included creating brand deliverables for current clients such as posters, pamphlets, ads, and social media content. Additionally, I participated in re-branding opportunities for new clients.

### *Office Manager & Social Media Specialist*

H. Neuman Plumbing, Inc. | St. Pete Beach | 2016 - 2019

Received an average amount of 30+ phone calls a day, scheduled and coordinated with employees in the field to optimize service, maintained entirety of office inventory, bidded and invoiced clientele for services rendered, managed 8+ social media platforms /online accounts, and maintained an appealing and relevant online presence to preserve and acquire new business.

## EDUCATION

### *BFA in Graphic Design*

University of South Florida

May 2019

Magna Cum Laude

### *Associates in Arts*

St. Petersburg College

May 2016

Phi Theta Kappa Honor's Society

Summa Cum Laude

## TOOLS OF THE TRADE

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

## AWARDS

2019 Graphis Award: Honorable Mention  
2019 Graphis Award: Silver Medal  
2019 Graphis Award: Silver Medal