

# JENNIFER KEATING

STRONG DESIGN / POWERFUL COMMUNICATION

202.355.8083  
MIGHTYJENDESIGN@GMAIL.COM  
MIGHTYJENDESIGN.COM

## SENIOR GRAPHIC & DIGITAL DESIGNER

CONTRACTOR, THE WORLD BANK | 09.2014 TO PRESENT

- Translated varied client requirements into unified design concepts that were memorable, aligned with corporate brand strategy, and added value for the target audience.
- Balanced competing deadlines and budgetary constraints of multiple jobs in a fast-paced department schedule. Oversaw pre- and post-production of items including brochures, exhibits, illustrations, logos, reports, signage, and web graphics.
- Guided managers through transitioning their information into a content managed system. Performed a heuristic data review to identify usability obstacles. Curated content to optimize device responsiveness and identified patterns to improve user interaction.

## SENIOR VISUAL COMMUNICATIONS SPECIALIST

LEAD CONTRACTOR, NATIONAL SCIENCE FOUNDATION | 04.2012 TO 07.2013

- Initiated client discussions to outline business objectives and define benchmarks. Created unique campaigns conveying creative brief goals for academic/public audiences. Produced visuals including: animations, congressional reports, exhibits, posters, and web components.
- Developed intuitive user interface designs, authored comprehensive branding guides, and directed developers on style applications. Mitigated usability and risk issues through asset auditing to meet ADA 508-accessibility standards and security guidelines.
- Pioneered use of a template library for short life cycle items which achieved increases in the variety of offered services and also economized design resources for large-scale initiatives.

## ASSOCIATE ART DIRECTOR

WILSON DOW GROUP | 11.2006 TO 05.2012

- Oversaw the daily creative development of branding and web marketing for pharma and healthcare sectors. Materials produced encompassed annual meetings, training sessions, and product launches from concept through final rollout.
- Formulated design strategies with creative directors that optimized client goals in both the creative strategy and developed concepts. Created visuals for email campaigns, infographics, newsletters, PPT decks, stage displays, and sales training manuals.
- Consulted with account teams to identify budget and logistical project requirements. Generated production schedules and coordinated with outside designers, authors, and conference staff to ensure adherence to timelines.

## FREELANCE GRAPHIC, WEB, & UX DESIGNER

MIGHTY JEN DESIGN | 09.2004-PRESENT

A series of part- and full-time freelance positions held in conjunction with salaried employment that utilized my multi-disciplinary skill sets creating visual solutions for print and web.

- Collaborated with marketing teams to help visualize their content strategies into communication products across all media channels. Participated in internal/external client creative presentations.
- Supervised numerous, concurrent projects in multiple phases of development through final launch and identified ways to maximize budgets and meet tight deadlines.
- Developed branding and style guidelines and provided instructional training for clients in the implementation and maintenance of their brand's identity.

## DESIGN SKILLS

Brand Strategy  
Displays/Exhibits  
Email Campaigns  
Infographics  
Keynote/PPT Decks  
Logos  
Newsletters  
Packaging  
Presentations  
Social Media  
Style Guides  
User Interface  
Video Graphics  
Web Banners  
Wireframes

## TECHNICAL SKILLS

Mac/PC platforms  
Adobe Creative Cloud  
CSS/HTML  
Dreamweaver  
Illustrator  
InDesign  
Keynote  
Microsoft Office  
OmniGraffle  
Photoshop  
PowerPoint  
Premiere Pro  
SharePoint  
508 compliance tools

## EDUCATION

**User Experience Design**  
*General Assembly*  
*Washington, D.C.*  
2014

**Web Development**  
*Digital Bootcamp*  
*Chicago, IL*  
2009

**Bachelor of Fine Arts**  
*University of Wisconsin*  
*Menomonie, WI*  
1996, Cum Laude

## PORTFOLIO

[mightyjendesign.com](http://mightyjendesign.com)