



EXPERIENCE

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JENNY RITTER CREATIVE - Freelance Art Director March 2022 - present

Garrand Moehlenkamp - Advertising

Clients: Shipley Do-Nuts, American Family Care, Inspire Brands, MaidPro, Hannaford
Creative Advertising, Graphic Design, Email & Social Marketing, UX Design

5 SENS Inc. - Beauty & Fragrance

Graphic Design, Packaging Design, Product Photography, Video Editing, Marketing

UDig - Tech Consulting

Graphic Design, Presentation Design

Brandefy - Beauty & Tech

Graphic Design, Packaging Design, Branding, UX Design, Marketing, Video Editing, Social Media

Wander Beauty - Beauty

Mortensen Designs - Marketing

Ancestry Pet Food - Pet / Retail

Switchboard - Cryptocurrency

Brandefy - Richmond, VA

Creative Product & Growth Lead August 2020 - March 2022

- Helped launch company's skincare brand, Brandefy Skin, with creation of initial full brand guidelines, logo, web assets, and packaging.
- Product lead and UI/UX design for the Brandefy app with focus on retention metrics
- Paid advertising and email marketing creation and management

EDUCATION

VCU Brandcenter - Richmond, VA

M.S. in Business/Branding
Focus: Art Direction

Class of 2020

Virginia Tech - Blacksburg, VA

B.S. in Industrial Design
Minor in Psychology

Class of 2018

TOOLS

Adobe Creative Suite:
Illustrator, Photoshop,
InDesign, After Effects, XD,
Lightroom, Premiere

Microsoft Office
Sketch
Figma
Final Cut Pro X

Cinema 4D
Invision
Keynote
Facebook Ads Manager

SKILLS

Creative Branding & Advertising
Graphic Design
Packaging Design
Product Photography
UI/UX Design

Illustration
Presentation building
Animation
Market & Growth Analysis
Email & Social Marketing