



Email:  
jm.ritter19@gmail.com

Phone:  
804-467-2904

Portfolio Site:  
[jenny-ritter.com](http://jenny-ritter.com)

## EXPERIENCE

### **Brandefy** - Richmond, VA

*Creative Product & Growth Lead* August 2020 - present

- Helped launch company's skincare brand, Skincall, with creation of 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

### **Switchboard** - USA

*Freelance Art Director* April 2021 - present

Built full creative brand guide in the cryptocurrency field including logo and website design.

### **Honey** - Los Angeles, CA

*Art Director Intern* May - August 2019

Worked alongside the marketing and social media teams to build promotional ads and social media content for the brand.

## OTHER FREELANCE WORK

**Kindred Spirit Brewing (Food & Beverage)** - Social media management.

**Ancestry Pet Food (Pet)** - Marketing collateral, social media, and packaging.

**FLAUNT Body (Beauty)** - Packaging, branding, and editing.

## EDUCATION

### **VCU Brandcenter** - Richmond, VA

M.S. in Business/Branding

Track: Art Direction

Class of 2020

### **Virginia Tech** - Blacksburg, VA

B.S. in Industrial Design

Minor in Psychology

Class of 2018

## TOOLS

Adobe Creative Suite  
Microsoft Office  
Sketch  
Final Cut Pro X  
Autodesk Fusion 360

Cinema 4D  
Invision  
Keynote  
Facebook Ad Manager

## SKILLS

Creative Branding  
UI/UX Design  
Sketching  
3D Modeling and Rendering  
Presentation building

Animation  
Prototyping  
Market & Growth Analysis  
Email & Social Marketing