**Jennifer A. Varno**

Lummi Island, WA

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**Freelance Creative Director, Graphic Designer**

Talented designer, with an aptitude for new challenges and proven business success, particularly in achieving key re-branding and marketing initiatives; elevating clients' brands and increasing target audience awareness. Successful design of identity systems, empowering company-wide implementation across all collateral and media. Award-winning design style that gets attention. Strong branding background with expert-level skills in Adobe CC and Office.

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| **ACHIEVEMENTS** | **HIGHLIGHTS** | **EXPERTISE** |
| * ADDY Award, Physician’s Health Plan Brochure * ADDY Award, Blooming Botanicals Products Brochure | * Logos & Brand Style Guides * Tradeshow Booths & Billboards * Brochures & Marketing Materials * Social Media Assets & Front-End Web Design | * Collateral Systems Development * Marketing Materials & Branding * Infographics & Key Presentations * Creative Campaign Design |

**Professional Experience**

**J. Varno Design – Freelance Creative Director, Graphic Designer**

Lummi Island, WA, (2004 – Present)

Increase clients’ visual and online presence by creating on-brand materials, including corporate branding packages, logo and web design, company brochures, flyers, social media assets, PR event creation, advertising, and more. Support clients’ email and direct mail campaigns; crafting branded materials for both. Manage entire creative process from initial look-and-feel development through print and digital needs.

**Key Achievements:**

* Designed the branding of a 50th anniversary celebration for a high-profile family therapy organization, resulting in rebranded material being implemented effectively; company-wide.
* Awarded Best Brochure awards - ADDY Michigan.
* Established an improved corporate rebrand for Hickman Palermo Becker Bingham, Law Firm, resulting in the successful corporate-wide implementation.
* Creatively designed a dynamic PowerPoint presentation, under a non-disclosure agreement, securing the opportunity to implement an effective bright and innovative redesign project for Lansing, Michigan airport.
* Skillfully scouted locations and coordinated photoshoots, working with photographers to capture inspiring images for use throughout company collateral, both print and digital.

**Petersen-Dean Roofing & Solar – Executive Director, Brand Development & Design**

SF Bay Area, AZ, SoCal (2001 – 2003)

Created and directed all public relations events. Designed and produced content for multiple marketing platforms, including press releases, radio and print ads, corporate website, and internal bi-lingual brochures and newsletters.

**Key Achievements:**

* Designed a seamless identity system, resulting in the successful corporate-wide implementation across all collateral and media initiatives/strategies.
* Created press recognition with radio ads and industry and sponsorship events by designing a fun mascot, collaborating with other talented professionals, to bring this character to life at industry events.

**Emerson-Hayes Advertising & Design – Accounts Manager, Designer**  
Palo Alto, CA (1991 – 2000)

Design of marketing collateral and product packaging for Silicon Valley clients. Conducted product positioning focus groups, tradeshow rollouts, public relations, corporate identity, marketing materials, as well as ad and POP display campaigns. Mentored quarterly design interns from Bay Area universities.

**Key Achievements:**

* Developed and executed corporate-wide identity and product positioning, for multiple clients, to successfully increase market share.
* Created characters for The Learning Company Software product line, successfully engaging learners through innovative packaging and promotion designs.

**Education / Training**

**Bachelor of Arts in Communications Media and Design,** Summa Cum Laude

Minor in Business

Fitchburg State University – Fitchburg, MA

**Cultivating Creativity, Improv, Creative Writing, Continuing Studies**

Stanford University – Palo Alto, CA

**Japanese Culture, Language, English Teacher, Exchange Student**

Nagasaki Wesleyan University – Isahaya, Japan

**Interests**

Cooking with unusual ingredients, learning guitar, live theatre, and anything outdoors!