

HELLO, MY NAME IS  
**JENNIFER DUDEK**  
I'M AN ART DIRECTOR AND DESIGNER

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## ABOUT ME

Creative and highly organized Art Director and Designer driving user and brand experiences by leading vision and execution for design projects, customer journey initiatives, and experiential design. Specialize in translating complex ideas into compelling, engaging, and collaborative solutions that extend the brand experience and align with corporate objectives, strategy, and customer acquisition metrics. Demonstrated project management skills and able to lead teams with attention to detail in design fundamentals and user-centered design principles, pioneering new environmental and experiential design concepts and corporate branding for print and digital communications. Skilled in expressing and conveying brand messaging into creative, copy, and content for multi-media platforms and channels across the customer experience. Known for creative and positive leadership, fostering teamwork and accountability, thrives in fast-paced environments.

## SKILLS

### CORE COMPETENCIES

Art Direction  
Graphic Design  
Experiential Design  
Web Design  
Corporate Branding

Brand Management  
Environmental Design  
Creative Direction  
Exhibition Branding  
Team Management

User-Centered Design  
Project Management  
UX Design & UI Design  
Process Improvement  
Marketing

Detail-oriented  
Strong organizational skills  
Lover of the outdoors

### TECHNICAL PROFICIENCIES

Adobe Creative Suite: Photoshop | InDesign | Illustrator | XD | Acrobat | Microsoft 360: Teams | Excel | Word | PowerPoint | SharePoint | Slack | Asana | Figma | InVision | Understand HTML & CSS principles | Familiarity with Chrome developer tools | Familiarity with Twitter Bootstrap | WordPress

## EXPERIENCE

### + Senior Graphic Designer | Main Line Health | 2021–Present

One of Main Line Health's key brand ambassadors, leading the design of top-line projects and developing strategically designed materials that connect the brand with patients, families, physicians, associates, and the community.

- Collaborates closely with Marketing, Communications, Strategy and Business Development teams to offer brand direction for photo and video shoot production/editing and much more.
- Leading the charge on a new project management system implementation, revamp of the creative project request submission and standard operation procedures for the Corporate Design Group.
- Responsible for generating concepts from inception to execution, working closely with the clients and business needs.

### III Lead Experiential Graphic Designer | The Franklin Institute | 2019–2021

Promoted to lead experiential branding and graphic design for the museum, including long-term and traveling exhibitions, in-building marketing, wayfinding experience, exhibition environmental graphics, and digital signage. Key cross-functional team member responsible for planning the museum experience's strategic and process improvements from concept to implementation and lead design thinking on visual design and branding, including typography, imagery, and color.

- Shaped and crafted the museum's experiential design to connect the experience with nearly 1M annual visitors.
- Mentored, coached, and guided in-house design team and external agencies in design and production of hundreds of museum-wide print, signage, and exhibition graphics annually.
- Partnered with multi-channel teams and supported marketing initiatives during Covid; created video, digital content and campaigns and organized photoshoots, driving digital engagement to keep the museum top-of-mind.
- Collaborated with exhibit team and internal stakeholders on developing a consistent graphic look and experience of in-building exhibitions and signage.
- Updated the graphics and refreshed the content for the building wayfinding experience, digital signage, exhibition environmental graphics, and live programming shows.
- Oversaw graphic production, prototyping, and installation of exhibits in galleries.



### **Graphic Design Manager & Art Director** | The Franklin Institute | 2016–2019

Directed design team in designing and implementing print and web advertising collateral, exhibit and museum signage, and digital materials.

- Guided various department leads in executing design requests through the planning, design, and development lifecycle, ensuring projects are delivered with the proper specifications and on-time, on-brand, and within budget.
- Built strong relationships with internal clients; garnered feedback throughout design and production process to ensure the final product exceeded expectations.
- Partnered with marketing and exhibition managers upfront to drive design thinking and visitor experience from project initiation and conceptualization to implementation and installation.
- Improved organizational productivity by reconfiguring the design request form to add missing information and digitize the format, which enabled a more efficient workflow and tracking of requests.
- Coordinated with vendors on paper, print, and asset sourcing that met design, business, and budget guidelines.



### **Art Director** | Event Strategy Group | 2013–2016

Design and production of creative elements to support brand activation in live experiential settings, including events, exhibitions, and trade shows.

- Aligned design to client objectives; articulated the brand story, mission, value proposition, and brand guidelines.
- Created experiential elements for Lenovo at key trade shows and events; infused new brand across all touch-points and channels, including booth design, digital advertising, sales, and promotional collateral.
- Partnered with business leaders to deliver design and prototype options informed by insights and research.



### **Lead Graphic Designer and Marketing** | Phillips Feed & Pet Supplies | 2011–2013

Lead graphic design and production of creative marketing materials; managed the design team, project workflow, and content management systems.

- Managed all projects through the design, production, and implementation process, adhering to advertising specifications and design patterns to meet deadlines for seasonal promotional schedules.
- Designed and developed digital and print versions of monthly product catalogs and promotional sales materials.
- Supported regional sales team and business stakeholders in developing promotional material for retailers.
- Prepared design files and documentation for various vendors, printers, and web producers.



### **Graphic, Visual Designer & Art Director** | Freelance & Contract | 2007–Present

Create multi-media design projects and campaigns across formats and channels for clients in a broad spectrum of industries, including technology, financial services, higher education, non-profit, retail, medical, and health and fitness.

- Projects include annual reports, website design & wireframes, digital and social media communications, print, email design, branding, signage, environmental branding and apparel graphics.



### **Graphic Designer** | U.S. Green Building Council | 2007–2008

Lead designer charged with creating print materials, digital assets, and signage for trade shows. Partnered with project managers across the business to deliver against client and business objectives.



### **Designer/Project Manager** | Journey Communications | 2006–2007

Designed in-house and trade show graphics, working with clients from concept to implementation.



### **Design Technician** | The Media and Marketing Group | 2006

Created and prepared files and resized advertising assets for various marketing communications, mediums, and platforms.



## **EDUCATION & CERTIFICATIONS**

#### **Bachelor of Science, Graphic Design**

The Art Institute of Philadelphia | 2006

#### **Introduction to Project Management Certificate**

Project Management Institute

#### **Coding for Designers Certificate** | Accredible

#### **Design Thinking: The Ultimate Guide Certificate**

Interaction Design Foundation

#### **User Experience: The Beginner's Guide Certificate**

Interaction Design Foundation



## **VOLUNTEER WORK & ACTIVITIES**

**Lover of the outdoors, mountain biker, and jigsaw puzzle enthusiast.**

#### **Mountain Bike Mentor** | Little Bellas | March 2016–Present

Mountain bike organization; helping young women reach their fullest potential and empower them through cycling.