

HELLO, MY NAME IS  
**JENNIFER DUDEK**  
I'M AN ART DIRECTOR AND VISUAL 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 graphic 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 | InVision | Understand HTML & CSS principles | Familiarity with Chrome developer tools | Familiarity with Twitter Bootstrap | WordPress

## EXPERIENCE



### THE FRANKLIN INSTITUTE

(NOV 2019–PRESENT)

#### Lead Experiential Graphic Designer | Jan 2019–Present

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.

- Shape and craft the museum's experiential design to connect the experience with nearly 1M annual visitors.
- Mentor, coach, and guide 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.
- Collaborate with exhibit team and internal stakeholders on developing a consistent graphic look and experience of in-building exhibitions and signage.
- Update the graphics and refresh the content for the building wayfinding experience, digital signage, exhibition environmental graphics, and live programming shows.
- Oversee 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.

## EXPERIENCE



### **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

Led 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, Multi-Media 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, 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 electronic 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

**User Experience: The Beginner's Guide Certificate** | Interaction Design Foundation

**Design Thinking: The Beginner's Guide Certificate** | Interaction Design Foundation



### **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.

## VOLUNTEER WORK & ACTIVITIES