

Jennifer Walason

Senior Graphic Designer

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Experience

Girls on the Run International | Senior Graphic Designer

2017 – Present

Lead designer for Girls on the Run International and 200+ councils.

- Manage HQ website: Lead external vendor relationship, create landing pages, and maintain overall site content and design (WordPress, Git, Pantheon, VS Code).
- Conceptualize and create visual identities for programs and marketing campaigns, collaborating cross-functionally with internal and external subject matter experts.
- Created UI design for organization website redesign (released 10/2019).
- Spearhead design direction for projects by developing style guide and application examples.
- Lead multi-channel marketing campaigns from conception to completion.
- Review junior team members' work to ensure high-quality standards are consistently surpassed.
- Act as a subject matter expert of the Girls on the Run brand, design practices and applicable software; stay abreast of industry and design trends.
- Design from an access/inclusion and accessibility perspective.
- Girls on the Run coach - Spring 2019 (18 girls).

Freelance | Graphic & Web Designer

2014 – Present

Clients: Calendars.com, Townsquare Interactive, Unilever, JCC Bowers, authors, educators, and medical professionals.

- Designed websites (WordPress), PowerPoint presentations, RFPs, social media graphics, landing pages, logos, mascots, book covers, brochures, and invitations.

Slocum & Sons | Graphic Designer

2011 – 2014

In-house graphic designer. Daily experience managing simultaneous projects, under tight deadlines.

- Worked with outside vendors for advertising placements, specialty print projects, and department maintenance.

Education

University of Connecticut
B.A. Political Science

Summa Cum Laude

Certifications

UNC Charlotte

Full Stack Developer Certificate

- Est. Graduation Date 10/2020

Gateway Community College

Web Design Certificate

Skills

Code

HTML, CSS, JavaScript, jQuery, InVision, WordPress, Visual Studio Code, Git, GitHub, Node.js, Bootstrap, Zurb Foundation

Adobe CC

InDesign, Illustrator, Photoshop, After Effects, XD

Microsoft Office 365

PowerPoint, Word, Outlook, Excel

Illustration

Procreate, iPad

Project Management

Asana, Basecamp, Redmine

Soft Skills

Innovation, Empathy, Self-Motivation, Collaboration, Humor, Big-Picture Thinking