Jennifer Walason
Senior Graphic Designer

jwalason.myportfolio.com/
Password: folio

puppyburp.github.io/

jenniferwalason@gmail.com

980.333.9102

Experience

Girls on the Run International | Senior Graphic Designer

2017 – Present

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

- Manage Graphic Designer, identifying areas of opportunity for growth and aligning skills with organization needs.
- Serve as creative lead when planning for new projects, working closely with Marketing Project Manager and Direction of Marketing and Brand Strategy on outlining project details.
- 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.
- Spearhead design direction for projects by developing style guide and application examples.
- Lead design development of multi-channel marketing campaigns from conception to completion, identifying tasks, ensuring consistent communication and alignment on project scope and status.
- Design from an access/inclusion and accessibility perspective.
- Girls on the Run coach - Spring 2019 (18 girls).

Freelance | Graphic & Web Designer

2014 – 2017

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

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
SharePoint, OneDrive, PowerPoint, Word, Outlook, Excel

Illustration
Procreate, iPad

Project Management
Asana, Basecamp, Redmine

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