Jen Grottle
Technical Fruit, LLC

technicalfruit.com | jen@technicalfruit.com

Graphic designer with experience in print and digital advertising, campaign development and design, agile workflows, and UX/UI design.

Work & Experience

Sponsorship Designer
National Public Radio & National Public Media

Oct 2016 – Nov 2019
Washington, DC

Tailored digital ad placements for clients to fit the standards and custom layouts of National Public Radio's (NPR) digital platforms, including npr.org, the NPR One app, and the NPR News app. I worked with an agile team to develop custom in-house audio sponsorship products. I designed the visual banners and placements that accompany those products across NPR's digital platforms. I also developed a digital ad campaign for National Public Media, and designed out of home print and digital assets for NPM's Marketing team to be displayed at conferences.

Associate Art Director
Spark44 GmbH

Dec 2014 – May 2016
Frankfurt am Main, Germany

Developed localized print and digital advertisements for a variety of markets in Europe, including Germany, France, Italy, Spain, Austria, Belgium, the Netherlands, and Luxembourg. Worked with a small team of copywriters and art directors to create digital, print, and out of home campaign concepts for regional markets, as well as presentations for clients.

UX Designer
Gulfstream Aerospace & SCAD Collaborative Learning Center

Sep 2014 – Nov 2014
Savannah, GA

Worked with a small team of students from SCAD and employees of Gulfstream Aerospace to develop and propose a User Experience/ User Interface redesign of the company's corporate intranet. My team conducted interviews with Gulfstream employees, brainstormed ideas individually and as a group, and presented our ideas to Gulfstream employees for feedback.

Skills & Tools

Adobe Indesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Agile/Scrum Workflows
Microsoft Office

HTML
CSS
JavaScript
Vector Drawing & Graphics
Publication Design & Layout
Ad Campaign Concepting & Development

Education

Savannah College of Art and Design (SCAD)

Received a B.F.A. in Graphic Design