



Jen Grottle

Graphic design, UX/UI, marketing

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Work & Experience

Technical Fruit, LLC

Founder, Graphic Designer

Annandale, Virginia

March 2020 – Present

Freelance graphic design company

- Delivered high-quality design solutions as designer and project manager for short- to medium-term projects while working remotely and asynchronously
- **YouTube and NPM** - Created the visual identity and supporting visual assets for The Upload, an award-winning podcast developed by NPM for YouTube
- **USAID** - Designed infographics and layout for USAID's Middle East Regional Platform annual report, enhancing the clarity and impact of their data presentation
- **Amalgamate Dance Studio** - Redesigned the website for Amalgamate, enhancing user experience and engagement

United States Digital Response (USDR)

User Interface Designer

Remote

April 2022 – November 2022

Nonpartisan organization connecting governments, public entities, and nonprofits with skilled volunteers

- Collaborated with the Wisconsin Department of Public Instruction to improve the user experience of their Internet Discount Finder, which matches eligible Wisconsin residents to low-cost home internet service and discount programs
- Conducted user research, developed user archetypes, reviewed user testing results, and designed the user interface using Figma
- Enhanced user experience and tool accessibility, contributing to a successful launch in July 2023
- "You brought amazing expertise and commitment to the project" - Bill Herman, Wisconsin Department of Public Instruction

Department of State

Foreign Service

Family Reserve Corps

United States Consulate

Frankfurt, Germany

July 2021 – Present

Largest U.S. Consular post and one of the largest diplomatic missions in the world, supporting over 100 other diplomatic missions worldwide

- Managed intranet sites using Office 365 suite and SharePoint, facilitating collaboration across the mission
- Oversaw the creation and streamlined the approval process of Mission policy memos and communications
- Designed visual materials that supported the Management Office, improving internal communication efficiency
- Planned itineraries for VIP visits within US Mission Germany

National Public Media

Visual Designer

Washington, DC

October 2016 – November 2019

Exclusive sponsorship representative for National Public Radio (NPR)

- Developed custom ad placements on NPR's digital platforms, ensuring alignment with client branding and NPR's ethics guidelines
- Increased user engagement by improving the templates of custom ad placements
- Created short animated videos in Adobe After Effects to showcase user flows for Brand Soundscapes, enhancing client presentations and user understanding
- Designed the visual identity for NPR's presence at the 2019 RAIN Podcast Summit
- Conceptualized and executed several B2B campaigns for NPM Marketing, resulting in a notable increase in lead generation and client acquisition

Spark44
Regional Art Director
Frankfurt, Germany
December 2014 – May 2016

- Global advertising agency leading the worldwide marketing and communications strategies for Jaguar Land Rover*
- Localized print and digital communications for European, Middle East, North African, and Asian markets, ensuring cultural relevance and market effectiveness
 - Prepared design files for print, including posters, brochures, and magazine ads, maintaining high standards of quality and consistency
 - Developed concepts for dealership openings, auto shows, and celebrity collaborations, contributing to successful high-profile events
 - Oversaw the print and color quality of materials at print shops in France, ensuring top-notch production standards

Education

**Savannah College of
Art and Design (SCAD)**
Savannah, GA
2010 – 2014

Bachelor of Fine Arts, Graphic Design

Skills

- German: Intermediate level in speaking, writing, and reading
- Graphic Design
- User Experience (UX) Design
- User Interface (UI) Design
- Visual Identity Creation
- User Research
- Figma
- Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- Project Management
- Digital Marketing
- Print and Digital Communications
- Web Design

Interests

- Ceramics
- Printmaking
- Type Design
- Vector Illustration
- Birding