JENNA COHEN

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✕ jennarcohen 🔲 in/jennarcohen

(she/her/hers)

EDUCATION

B.A. Journalism, Leadership Minor
University of Maryland

Product Manager Certification™
Product School

SKILLS

Graphic, Motion & Digital Design:
Adobe Creative Cloud (After Effects, Illustrator, Premiere Pro, Photoshop,) Figma

Social and Product Management:
Google and Microsoft suites, FigJam, Instagram, TikTok, X, Facebook, LinkedIn, Google Analytics, Sprout

Data & Development:
HTML, CSS, SaaS, JavaScript, jQuery, WordPress, Wagtail, GitHub, R, Datawrapper, Carto, Flourish, ggplot, OpenRefine, Tabula

HONORS & AWARDS

Roy W. Howard Fellow, Scripps Howard Foundation & PBS NewsHour

Outstanding Undergraduate Student, Philip Merrill College of Journalism

Punch Sulzberger Innovator of the Year, News Leaders Association

IRE Medal, Investigative Reporters & Editors

EXPERIENCE

Associate Product Manager │ *PBS NewsHour*
July 2023 – Present
- Design products and graphics using Figma, Illustrator and After Effects for election pages, fundraising ads and story collections.
- Establish and oversee redesign efforts for NewsHour products including email newsletters and partner websites.

Roy W. Howard Fellow │ *PBS NewsHour*
July 2022 – July 2023
- Produced still and animated data visualizations using After Effects, Illustrator and Premiere Pro for social platforms, web pages, and broadcast packages.
- Designed and developed interactive webpages adopted across platforms using Illustrator, HTML, SaaS and JavaScript.

Digital & Graphics Designer │ *Howard Center for Investigative Journalism*
June 2020 - June 2022
- Animated motion graphics on the Elaine Massacre, evictions, and public housing using After Effects, Premiere Pro and Procreate.
- Developed sites using HTML, CSS and WordPress for the Nowhere To Go and Printing Hate investigations.

Data & Graphics Reporter │ *Capital News Service*
August 2021 - December 2021
- Designed still and animated graphics and maps, data visualizations, and web pages for CNS stories.
- Conducted newsroom training on web development and story production on our WordPress site.

Design Consultant │ *Investigative Editing Corps*
November 2020 – December 2021
- Created custom graphics to promote events and display stories from local newsroom partners.
- Sketched, designed, and produced wireframes to highlight local investigative stories.