
Jenna Shay

Product Designer

Contact

Portfolio jennashay.com
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Phone (585) 813-3112

Skills

User research, rapid prototyping, user testing
Branding, logotypes, moodboards, style guides
Design history, illustration, copy writing, editing

Education

2017 **M.F.A. Visual Communication Design**
Cum Laude
Rochester Institute of Technology
Rochester, New York

2010 **B.A. Art History**
Cum Laude
Minors: German, Fine Art
Nazareth College
Rochester, New York

2007 **German Language and Visual Culture**
Studienforum Berlin
Berlin, Germany

Experience

June 2017 – Present **Freelance Graphic Designer**
San Francisco Bay Area, California
Designing for a variety of client needs for print and web from problem statement to final deliverables. Coaching clients and developing their logos, brand strategies, and products through Start Small Think Big, a non-profit that connects largely female entrepreneurs in underserved areas in New York and the Bay Area to pro bono design services.

Aug 2015 – June 2017 **Graphic Designer**
Vignelli Archive, Rochester, New York
Collaborated with the director and an engineer to launch a website for the professional archive of designers Massimo and Lella Vignelli.

May 2016 – Nov 2016 **Graphic Design Intern**
American Folk Art Museum, New York City
Designed the layout for *Fables Across Time: Kalila and Dimna*, a children's book which features stories written in both English and Arabic. Designed print and digital material—brochures, invitations, tour application icons.

Jan 2012 – Sep 2013 **Product Designer**
Memorial Art Gallery, Rochester, New York
Designed an interactive digital museum application for school tour visitors. Consulted with the curator of education and teachers, and conducted user testing in schools and in the exhibit. Researched, wrote, and edited wall labels for the permanent collection.

Tools

Software Figma
Framer
Sketch
InVision
Adobe Creative Cloud
Dropbox
Google Workspace

Web Dev HTML / CSS

Languages English
French, German