

Doug Jenkins

Highland Park, Los Angeles, CA
dhjenkins4@gmail.com
(323) 325-1510



BIO

I am a multidisciplinary creative with a penchant for graphic design and visual marketing. I have organized the rebranding of companies to deliver a comprehensive marketing package, complete with product labels and retail packaging. My freelance work has led me to a community of independent artists and underground collectives in assisting with event marketing, band posters, physical music packaging, and a variety of printed media.

My skills shine with problem-solving, creative thinking, and curiosity. I value situations that require me to develop new ideas and learn new methods of creation, so that I may seek out unique experiences in order to acquire a varied skill set and informed view of the world around me.

EXPERIENCE

BROKEN BARREL WHISKEY CO. DESIGN MANAGER January 2020 — Present

During this time, I oversaw the design for three related spirits brands — Broken Barrel Whiskey, Infuse Spirits, and Infuse Bitters. I assisted in an overhaul of the visual design to implement a new set of brand guidelines, which included product labels, product packaging, typography guidelines, color guidelines, sales deck templates, and more. Weekly duties include creating labels for new product iterations, creating mock-ups, and organizing various marketing materials for the sales team. A large portion of my work involves interfacing with printers for complex jobs including foil stamping, embossing, and clear leaf layers, which requires a working knowledge of proper file layout.

GREENBLATT'S DELI & FINE WINES WINE SPECIALIST January 2018 — December 2019

My background in wine was the impetus for my interest in product and packaging design. Having professional experience working at a vineyard before Greenblatt's, I was able to bring an intimate knowledge of the winemaking process to a customer-facing position, where I would guide clients to a product of their preference and answer any questions they might have about its history. As a wine specialist, part of my time was spent working with distributors to select and purchase wines for our location, providing me with knowledge of the industry as a whole.

FREELANCE DESIGN Current

In my contract work, I specialize in designing for clients in the music industry, particularly independent artists and underground collectives in the Los Angeles area. I have created a range of event flyers, tour posters, and physical media such as vinyl and cassette packaging. I have helped artists develop their own brand identity, as well as developed a visual style for myself that is sought out by artists and collectives alike.

SKILLS

Adobe Suite (Photoshop, Illustrator, InDesign)
Affinity Suite (Photo, Designer, Publisher)
Printed Media
Product Packaging & Brand Identity
Audio & Music Editing
Event Logistics & Marketing