

JEN BOWEN

Located in Seattle, Washington
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jenbowen.design

Meticulous, reliable, passionate designer with a serious penchant for the smallest detail. A creative problem solver who excels at developing projects for digital and print with a strong shot of big-picture strategic thinking. Possesses the time management and organization skills necessary to manage multiple projects under tight deadlines, and thrives in a collaborative environment as a motivated contributor and critical thinker.

EXPERIENCE

Senior Graphic Designer

Medbridge Education | March 2020–Present | Seattle, Washington

Brainstorm, conceptualize, and execute designs for a wide variety of mediums including emails, landing pages, banner ads, printed collateral, and event materials. Develop and evolve MedBridge's brand standards and visual design guidelines to provide a seamless customer experience. Work interdepartmentally and cross-functionally to determine priorities and production expectations for marketing projects. Supervise and art direct graphic designer and review content created by external teams to ensure a high-quality finished product.

Senior Brand Designer

Persona Nutrition | November 2019–March 2020 | Snoqualmie, Washington

Led the evolution of the Persona brand by conceptualizing new and evolving existing visual design elements, employing strategy to drive creative decisions. Designed a wide range of digital and printed communications for marketing, sales, and customer service teams, including the Persona website and app, emails, paid and organic social media assets, product packaging, and environmental. Art directed members of the creative team including visual and production designers to ensure a consistent look and feel across all deliverables.

Graphic Designer

State Street | October 2016–September 2019 | Boston, Massachusetts

Translated marketing strategies into engaging and high-quality deliverables that supported the State Street brand across all channels globally. Conceptualized and executed a wide range of communications, including landing pages, social assets, whitepapers, event materials, and video storyboards. Art directed external vendors to ensure brand standards were upheld throughout outsourced projects. Served as the voice of the creative team by responding daily to a large volume of questions sent to an ask brand-style inbox available company-wide.

Graphic Designer & Print Production Manager

The Boston Symphony Orchestra | October 2011–October 2016 | Boston, Massachusetts

Solely responsible for the complete design, from conceptualization through final production, and project management of a large volume of printed, digital, and environmental Development communications projects. Worked cross-functionally and with external vendors to consistently deliver projects completed within strict timelines and budgets. Supervised and art directed the Development Photo Intern.

Designer

Metropolis Creative | May–October 2011 | Boston, Massachusetts

Designed a variety of printed and digital projects for the agency's clients. Worked within Drupal and Wordpress content management systems to program new and update existing webpages. Frequently engaged with clients regarding project goals, progress, and metrics. Mentored and art directed several junior designers and interns.

EDUCATION

Salem State University | Bachelor of Arts; Art + Design

Major: Graphic Design + Interactive Multimedia | Minor: Advertising

SKILLS

Adobe InDesign, Illustrator, Lightroom, Photoshop, Premiere, XD + Acrobat, HTML + CSS, Microsoft Powerpoint + Word, Print Production + Pre-Press, Mac + PC environments