

# JEN BOWEN

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jenbowen.design

Inventive, passionate, meticulous designer with progressive experience and proven ability in pairing strategic thinking with an exceptional technical skillset to create compelling visual communications that exceed business objectives. Recognized for outstanding time management, prioritization, and multi-tasking skills that combine to provide a seamless working experience and deliver a high-quality finished product.

## EXPERIENCE

### Senior Graphic Designer

Medbridge | March 2020–Present | Seattle, Washington

Own creative strategy, conceptualization, and execution of digital and print design solutions for the Marketing department. Spearhead the evolution of the MedBridge brand by building extensive brand guidelines, training graphic designer on processes and serving as the authority for brand standards and best practices company-wide. Partner with VP of Marketing and project owners, working interdepartmentally and cross-functionally, to determine both priorities and production expectations for Marketing projects. Art direct content created by designers and external teams to ensure a high-quality finished product.

### Senior Brand Designer

Persona | November 2019–March 2020 | Snoqualmie, Washington

Led the evolution of the Persona brand by conceptualizing new and elevating 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, social media assets, product packaging, and environmentals. Art directed content created by visual and production designers to ensure a seamless customer experience.

### 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 | March 2014–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.

### Graphic Designer

The Boston Symphony Orchestra | October 2011–March 2014 | Boston, Massachusetts

Designed invitations, brochures, direct mail pieces, and newsletters to fulfill marketing strategies in support of the BSO's ongoing fundraising, donor relations and engagement efforts. Managed print production and pre-press services for Development projects.

## EDUCATION

Salem State University | Bachelor of Arts; Art + Design, 2011  
Major: Graphic Design + Interactive Multimedia | Minor: Advertising

## SKILLS

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