



GENNIFER VALENTINI

GRAPHIC DESIGNER | COLUMBUS, OH

EDUCATION

BS in Graphic Design
The Ohio State University
Class of Spring 2020

PROFESSIONAL SKILLS

Branding
Web Design
Print Production
Omnichannel Marketing Strategy
Creative Concepting
Signage & Packaging Design
Basic Video Editing
Basic Motion Graphics
Figma
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
+ more creative cloud apps
Basic HTML and CSS
Microsoft Applications

PERSONAL SKILLS

Creative
Reliable
Organized
Good Communicator
Tech Savvy
Collaborative

WEBSITE/CONTACT

gennifervalentini.com
gennifervalentini@gmail.com

WORK EXPERIENCE

GRAPHIC DESIGNER

Customer Value Partners (CVP) | October 2023 - Present (full-time)

- Works under the Creative Director to deliver smart design solutions to federal agencies the company is under contract with
- Collaborates with project managers to design client-worthy material including annual reports, infographics, website pages, etc.
- Assures accessibility and 508-compliance on all digital assets

GRAPHIC DESIGNER

The ProjecX Group Agency | June 2023 - Present (contract)

- Designs marketing solutions for the unique needs of each client including omnichannel campaigns, websites, print collateral, social media strategy, etc.
- Works with clients regularly on rounds of design feedback
- Collaborates with marketers and copywriters within the agency on GTM strategy, creative concepting, and iterating.

GRAPHIC DESIGNER & MANAGER

Destination Pet | June 2020 - June 2023 (full-time)

- Collaborated with a team of designers to streamline creative processes, lead projects, and manage multiple deadlines
- Worked closely with Marketing and other cross-functional teams using creative briefs to design assets for omnichannel campaigns, promotions, and events across the company
- Managed and mentored a junior designer, delegating work while facilitating professional development and growth
- Rebranded and refreshed newly acquired locations with new logos, websites, social media and marketing strategy assets
- Designed standardized web pages to be used across many locations
- Partnered with facilities and external vendors to design for interior spaces, branded signage, retail areas, etc.

GRAPHIC DESIGNER

The Ohio State University (OMI) | January 2020 - June 2020 (part-time)

- Led the design team for the Manufacturing 5.0 initiative and creation of the new engineering technology major to be approved by the Dean
- Adhered to the strict Ohio State brand guidelines while creating visuals for projects, presentations, and the website
- Designed layout for OMI website and maintained it with updates