



JENNA HEBELER

DESIGNER | ART DIRECTOR

716.515.8636

JennaHebeler.com

JennaHebelerDesign@gmail.com

EXPERIENCE

Art Director / Design Intern | Motive | Denver, CO

January 2017 - Current

Conceptualize and develop digital, experiential and social media campaigns as well as produce micro-sites, creative assets and decks for brands such as Highland Park Whiskey, Lifewtr, Mountain Dew, Kona Brewery and Vans. In addition I am assisting Motive on creating their philanthropic project, Pints for Peace.

Graphic Designer | Tony Walker & Co. | Buffalo, NY

September 2016 - December 2016

Art directed and styled photoshoots for digital and print campaigns. Assisted in web design / development, catalog design and the creation of assets for in-house fashion brands. Designed and produced in-store signage and displays for fashion and lifestyle brands.

Design Intern | Crispin Porter + Bogusky | Boulder, CO

May 2016 - August 2016

Collaborated with art directors, copywriters, and designers to create digital and print designs for Infiniti, American Airlines, and Aspen Dental. Assisted in creating RFP's and client decks. Produced in-house designs for CP+B global offices.

Art Director | Positive Negative Magazine | RIT

August 2015 - May 2016

As the art director of the publication I worked on the concept and creation of the overall vision for the magazine, coordinated staff meetings, offered design suggestions to the designers, and kept the editorial project on target and on schedule.

Art and Marketing Director | SportsZone | RIT

September 2015 - May 2016 | Designer: September 2013 - 2015

Managed creative and marketing teams, conceptualized social media and advertising campaigns for RIT's athletic program. Assisted designers in conceptualizing and creating content for campaigns.

Design Intern | ModCo Creative | New York, NY

May 2015 - August 2015

Was the lead intern, assisted designers on e-commerce site design, creating digital projects and deck design for fashion and lifestyle brands including Watters Bridal, Bailey44, and Via Spiga.

Freelance

June 2013 - Current

Client list available upon request.

EDUCATION

Rochester Institute of Technology

Rochester, New York

Graduated *Summa Cum Laude* May 2016 / 3.9 GPA

BFA in Graphic Design from RIT School of Design

Advertising and Public Relations Minor

SKILLS

Art Direction | Advertising | Digital Design
Print Design | Branding | Editorial Design
Ux/UI | Photography | Type Design | Calligraphy
Social Media Marketing | Collaboration
Leadership | Organization | Public Speaking

SOFTWARE

Photoshop | InDesign | Illustrator | HTML | CSS
Sketch | Lightroom | After Effects | Bridge
Type Tool | Microsoft Office Suite

RECOGNITION

Creativity International Award

2016 Platinum Award

American Advertising Federation

2016 Silver Advertising Award

Rochester Advertising Federation

2016 Gold Addy Award

Work in Cary Graphic Arts Library

Type specimen book for "Mara" created under guidance of Kris Holmes is stored in the archives.

Rochester Institute of Technology

December 2014

AIGA Member

Member Upstate NY Chapter

September 2013 - Current

Mentor RIT Chapter

September 2014 - May 2016