

# Jenifer Lee

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GILBERT, ARIZONA

## Graphic Designer

### OBJECTIVE

Find a role where I can contribute my skills in print and digital design in a collaborative and positive work environment that fosters creativity and professional growth, while delivering high-quality designs that align with client objectives, and hopefully do some good for the world or community.

### EXPERIENCE

#### O'Rourke Media Group / Feb 2020–Current

##### Senior Designer, Creative Manager

- ) Layout magazines and hyper-local newspapers
- ) Collaborate with editors, publishers, business owners, teams or sales reps to establish and fulfill project goals
- ) Partner with copywriter to bring copy to life with visuals
- ) B2B advertising: social media graphics, display ads, gifs
- ) Speak directly with clients, project manage
- ) Canva sales decks
- ) Work in project management system to process orders and communicate with design team

#### The Rescue Dog Project / Ongoing

##### Founder, Digital Creator

- ) Creation of awareness campaign
- ) Design all graphics (print and web), copywriting
- ) Social media marketing and management on TikTok, Instagram and Facebook
- ) Website design/WIX
- ) Execute e-commerce store/Printify and Amazon, point-of-sale

#### cr8tviDesign / Apr 2000–Current

##### Sole Proprietor, Freelance Graphic Designer

- ) Leading projects from start to finish – understand various client needs, generate ideas, communicate until approval
- ) Responsible for the original mock-up, editorial layout and ad creations for newsprint and glossy publications
- ) Signage and large format graphics for events, tradeshow
- ) Business collateral/set-up, logos, package and label design
- ) Ensuring printed project is shipped and received by deadline
- ) Manage project timelines independently
- ) Troubleshoot hardware and software issues on iMAC

### EDUCATION

#### Continued Education

Webinars, conferences, tutorials, forums, articles

#### BA in Visual Communications | Tempe, AZ

Mar 1999–Apr 2000 *Collins College*  
Graphic design, multimedia

#### AA in Visual Communications | Allentown, PA

Aug 1997–Feb 1999 *Allentown Business School*  
Graphic design

### SOFTWARE / APPS

- ) Adobe Creative Suite programs – InDesign, Illustrator, Photoshop, Acrobat
- ) Microsoft Office, Excel, Powerpoint
- ) Chat GPT, Adobe Firefly/Express
- ) Wordpress, GoDaddy, WIX, Mailchimp
- ) Redbooth Project Manager
- ) Google Drive, documents
- ) Canva for presentations

### OFFICE SKILLS

- ) Self-starter/resourceful
- ) Reliable remote worker 20+ years
- ) Motivated to learn new tasks
- ) Analytical thinker/problem solver, objective
- ) Values constructive criticism
- ) Communication – written and verbal
- ) Sense of humor, outside the box, open-minded

### VOLUNTEER

#### Toy Drive Organizer

*Hope Kids, Arizona Helping Hands*

#### Animal Rescue Volunteer

*Volunteer Coordinator, co-run adoption events*

#### Court Appointed Special Advocate

*CASA*

#### Graphic Designer

*Valley Youth Theatre*



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