

# JENNA TAYLOR

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“

Design is all about disruption, and that's what I aim to do.  
As an innovative and strategic creative, my goal is to challenge  
the ordinary and pioneer the future of design.

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## **JUNIOR GRAPHIC DESIGNER,** JARS CANNABIS      SEPT 2022 - CURRENT

- + Executed promotional and campaign graphics across social media, print & out-of-home materials, web assets, and more
- + Worked closely with Creative Director and marketing team to reposition JARS through a modernized brand image
- + Continuously evolved the brand to keep up with rapid expansion and ever-changing landscape of the cannabis industry

## **ASSISTANT ART DIRECTOR,** VIM MAGAZINE      SEPT 2021 - MAY 2022

- + Helped lead editorial design process, choosing fonts, colors, images, design elements, and overall spread layouts
- + Collaborated with Editor's-in-Chief and Creative Directors to oversee creation of the magazine from initial pitches to final product
- + Directed a team of 8 student designers, offering helpful tips and constructive feedback to ensure cohesion of the magazine

## **SOCIAL MEDIA COORDINATOR,** VIM MAGAZINE      SEPT 2020 - SEPT 2021

- + Responsible for creating and curating social content across platforms such as Instagram, Twitter, and TikTok
- + Created interactive Instagram stories related to pop-culture and fashion trends to boost overall engagement levels
- + Tracked social analytics to determine which processes were and weren't working



Illustrator	<div><div></div></div>
Photoshop	<div><div></div></div>
InDesign	<div><div></div></div>
Lightroom	<div><div></div></div>
After Effects	<div><div></div></div>

## **MICHIGAN STATE UNIVERSITY** AUGUST 2018 - MAY 2022

College of Communication Arts and Sciences  
B.A. in Creative Advertising, B.S. in Advertising  
Management, Minor in Graphic Design

[JennaTheDesigner.com](http://JennaTheDesigner.com)