


JENNA BAY | GRAPHIC DESIGN

CONTACT INFORMATION

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EXPERTISE

Print and Digital Design
Project Management
Brand Management

SOFTWARE SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Acrobat Professional
Microsoft Office
Microsoft PowerPoint

EDUCATION

B.A. in Fine Arts
Emphasis in Graphic Design
Illinois State University

PROFESSIONAL PROFILE

Highly creative, experienced and organized design professional. Strong design and project management skills; dynamic team player with well-developed written and verbal communication abilities. Accustomed to performing in a deadline-driven work environment.

EXPERIENCE

Senior Graphic Designer and Brand Manager | Greater Joliet Area YMCA June 2014-Present

- Design and manage production of multiple print and digital projects and ensure materials are brand compliant and delivered on time
- Collaborate with staff across association throughout development of marketing plans and campaigns to provide creative advice and ideas
- Design and manage production of branded interior and exterior spaces
- Develop production calendar and collaborate with the freelance designer on projects
- Act as lead liaison between YMCA of the USA and our association during brand audit process
- Provide training to new staff regarding Y branding and be subject matter expert on all questions related to the brand
- Oversee and approve all brand related materials: promotional items, apparel, signage, etc.
- Manage relationship with vendors and ensure the protection of YMCA brand

Graphic Designer | Kevron Print & Mail June 2013 - June 2014

- Design and created print pieces for clients
- Schedule production of all projects and ensured jobs are completed on time
- Maintain production of digital prints and produce plates for pressmen
- Maintain good working relationships with clients

Graphic Designer (Contract) | Greater Joliet Area YMCA January 2011 - June 2014

- Design materials to support the Marketing and Development Departments: Annual Report, seasonal Program Guides, Donor Recognition pieces
- Collaborate with on-site graphic designer
- Maintain graphic standards set by YMCA of the USA

Graphic Designer | Greater Joliet Area YMCA July 2007 - January 2010

- Conceptualize, create and design high quality print, web, and visual components of the Association's annual marketing and communication plan
- Coordinate design, print and post production processes for marketing pieces
- Manage the marketing resources - ensuring the most up-to-date versions of marketing pieces are available to staff at all times
- Supervise Marketing Interns

Graphic Designer | George Perry & Associates July 2005 - January 2007

- Created new design themes for marketing and collateral materials
- Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials
- Participated in production of print and promotional items for key clients under directions of Marketing Department and agency owner
- Produced a high volume of newspaper ads meeting daily deadlines