



# JENNAVERRONE

## Hi there! Nice to meet ya!

I'm a driven and passionate designer, illustrator and artist who specializes in digital strategic design, visual identity systems, content creation and a whole bunch more! I find fulfillment from learning, evolving and absorbing new techniques and inspirations. I love doing work that is unexpected, strategic and references a rich history of visual styles.

## Contact

[www.jennaverrone.com](http://www.jennaverrone.com)  
770.313.3927  
[jennaverrone@gmail.com](mailto:jennaverrone@gmail.com)

## Skills

Adobe Creative Suite  
Sketch  
Figma  
Hootsuite  
Branding  
Content Creation  
Web Design  
UX/UI Design  
Print Design  
Attention to detail  
Collaboration

## Experience

**Mid-Level Designer** Oct 2022 - Present

**Content Designer** Nov 2021 - Oct 2022

**The Morrison Agency | Atlanta, GA**

Initially hired as a Content Creator for a major restaurant social account following across multiple platforms. Responsible for calendar ideation, content strategy and ideation, creation of assets and implementation.

Promoted to Mid-Level designer to work on a larger variety of projects, clients, and mediums, while still designing content. Expanded scope to campaign concepting, visual identity systems, digital strategic application to projects. Produced a large variety of design work ranging from branding, email campaigns, website design, UX/UI design, print, content creation, OOH campaigns, digital ads, motion graphics and more.

**Brand Designer** May 2021 - Nov 2021

**Treebird Branding | Atlanta, GA**

Responsible for creation of brand guides, identity systems, social media graphics, logos, marketing materials, murals and illustrations. This scope followed branding and identity systems from inspiration, concepting, refinement, presentation and implementation.

**Branding and Design Specialist** May 2018 - May 2021

**Metro Bag | Hiram, GA**

In-house lead for all marketing materials and strategy. Responsible for ideation, design and strategy of projects including email campaigns, catalogs, trade show booth design, company brand identity, as well as branding and positioning for in-house labels which saw a 33% increase in share of sales post brand implementation.

**Freelance Designer** May 2014 - Present

**Various | Remote**

Design and client management for freelance design work with multi-year clients. Served industries ranging from financial management, law practices, prenatal and infant products, B2B wholesale and healthcare.

## Education

**Certification, Design**

The Creative Circus | Atlanta, GA

**BFA, Advertising**

The University of Georgia | Athens, GA