

Jen Minto

Art Director | Graphic Designer

530.220.2378

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Portfolio

jenminto.com

Expertise

Art direction
Brand development
Brand guidelines
Design asset management
Typography
Digital illustration
Project management
Timelines
Budgets
Print production
UI/UX design

Software Expertise

Adobe Creative Cloud
Microsoft Office
G Suite
Asana

Education

BA in Communication Design
Emphasis in Graphic Design
CSU, Chico 2009

Experience

Design Manager (Contract)

See's Candies

2020 – present

- Developing branded creative for marketing campaigns, e-commerce, social media, in-shop signage, retail collateral, print and digital catalogs, seasonal and all-year packaging designs, and internal employee communication.
- Directly managing and providing mentorship and development for the Creative team.
- Responsible for creative direction and feedback to ensure deadlines are met.
- Cultivating creative direction for seasonal campaigns and marketing strategy. Ensuring the vision is executed across channels and extending customer reach by staying innovative.

Art Director

Birdcage Press LLC.

2016 – 2020

- Optimized and improved processes for design workflows. Established and maintained systems; project database, product development and production timelines, budgets, pricing, presentations and file management.
- Drove the design vision and strategy for the physical and graphical design of products manufactured in China and sold globally.
- Served as strategic partner in instigating new business opportunities; product development, outreach and sales.
- Directed and managed small creative and production teams.
- Lead quarterly presentations pitching new product concepts and designs. This included regular communication with client's buying, art, and compliance departments.

Senior Graphic Designer

Global Fluency Inc.

2015 – 2016

- Lead and oversaw several large projects ranging from websites to convention materials. Project management included constructing timelines, delegating tasks to design and web teams, and organizing and leading meetings.
- Worked with cross-functional teams in developing thoughtful UX and UI designs of websites for company-partnered program sites involving: site maps, wireframing, mock-ups, and production of visual elements.
- Partnered with marketing and PR departments to design web and email banners, infographics, reports, and print ads.