



JEN CHRISTIAN
graphic designer

Hello! I'm a designer and dreamer who loves typography, florals, minimalism and making people smile. I'm a firm believer in conceptually sound design; my work is very idea-driven. Just as in my favorite books, symbolism and meaning in my work is as important to me as any literary metaphor. Designing under existing brand guidelines and creating layouts for publication is where I currently shine, but I'm looking forward to expanding my skillset in other areas of graphic design and illustration.

Contact

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website: jenchristiandesign.com
located in Des Moines, Iowa

Skills

Adobe Photoshop and Lightroom
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Microsoft Word, Excel, Powerpoint
Social media management
Copyediting
Photography
Writing for publications
Working within a grid
Meeting deadlines

Work experience

MIDWEST HERITAGE, A HY-VEE COMPANY

Marketing Specialist - Graphic Design

June 2023 - Present

As a member of Midwest Heritage's marketing team, I specialize in the creation of campaigns that highlight our banking initiatives. I work on a variety of print and digital projects, including flyers, business cards, signage, social media graphics, booklets and email. I'm responsible for maintaining our brand standards and ensuring all brand collateral is consistent across the company. I have also taken ownership of our employee headshots, aiming to elevate our look with professional-quality equipment. I manage our photography studio space and work to ensure our employees are satisfied with their photos and implemented in a timely fashion, whether they are used on the Midwest Heritage website or in print materials. As part of a small team, I'm able to use my wide skillset in all different areas, as well as specialize in graphic design in a way that I enjoy.

IOWA STATE FAIR

Graphics & Social Media Coordinator

November 2018 - June 2023

I worked within the marketing department to manage the Iowa State Fair's social media presence and graphic design needs. As a beloved event that attracts over one million people every year, I was responsible for maintaining our brand standards and communicating with our audience in the most relatable way possible. My projects included a wide variety of signage, brochures, flyers, ads and logos, along with creating and posting content for the Iowa State Fair's Facebook, Instagram, Twitter and TikTok platforms. This position gave me the chance to gain experience in a very wide variety of skill sets: From copywriting, to managing interns, customer service, packaging design and so much more. In this role, I learned the art of wearing many hats, quick turnarounds and balancing deadlines, all while paying attention to detail and working as a team.

GANNETT - DES MOINES DESIGN STUDIO

Designer I

July 2015 - November 2018

I created daily page layouts for local newspapers throughout the country, from The Daily Advertiser in Lafayette, Louisiana to The Des Moines Register. I combined typography, graphics, and illustrations to create compelling story designs that are easily accessible and enticing to readers. I designed daily dynamic 1A compositions that would persuade customers to pick up a paper from the newsstand. I maintained contact with writers, editors, photographers and planners in the local newsrooms to make sure I was visually communicating and connecting with their readership as best as possible.

Education

Grand View University, Des Moines

Graduation date: 2015

Degree: B.A. graphic journalism, with a minor in English

Cumulative GPA: 3.7

References available upon request.