JENNA ASPERSLAG

GRAPHIC & WEB DESIGN

(760) 815 2904 jaspersdesign.com jasperslag@gmail.com

SKILLS

Print & Digital Media
Typography
Web Design
Wireframing
Prototyping
UI/UX Design
Branding & Identity
Environmental Graphics
Logo Design
Photography
Image Editing
HTML/CSS
Bootstrap
Wordpress

SOFTWARE

Adobe Creative Suite
Photoshop
Illustrator
InDesign
Adobe XD
After Effects
Lightroom
Sublime Text

EDUCATION

CARNEGIE MELLON UNIVERSITY, 2016
BS, International Relations
Phi Beta Kappa Honor Society Member

UCSD EXTENSION, 2020
Professional Certificate in Graphic & Web Design

SUMMARY

Graphic & web designer with an interest in using my design skills to uplift, empower, and better the world. I have experience in web design, logo design, UI/UX design, and print media.

EXPERIENCE

Graphic Designer, Hunter Industries 2022 - present

- Works with marketing & sales teams to create technical documents, marketing materials, and social media posts using inDesign, Illustrator, Photoshop, XD, and After Effects
- Creates functional designs that work across multiple languages
- Collaborates with creative team on design challenges for internal requests, including t-shirt designs, logo work, etc.

Graphic Designer, Freelance 2020 - present

- Creates cohesive, unique designs for both print and digital media utilizing the Adobe Creative Suite
- Collaborates remotely with fellow designers, photographers, copy-writers, and web developers to ensure smooth implementation of designs

Graphic Artist, SockGuy 2021 - 2022

- Worked with clients to translate design ideas into products
- Assisted in creation of digital and print design materials
- Participated in weekly marketing strategy meetings

PROJECTS

SanDiego350 Website Redesign 2020 - present

Worked remotely with designers, web developers, and other volunteers to plan and implement a creative website redesign that adhered to common practices and accessbility standards

FoodCycle LA 2020 - 2021

Ongoing collaboration to establish a consistent branding style through print and digital media. Designed print-ready Annual Reports using Adobe InDesign and assisted in a website redesign.

Native Seed Library Brochure 2022

Worked with San Diego Audubon Society on a folding pocket brochure that incorporated instructional text, vivid imagery, and custom designed vector icons