



JENNA ASPERSLAG

GRAPHIC & WEB DESIGN

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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
InDesign
Illustrator
After Effects
Photoshop
Adobe XD
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 designer with an passion for using my design skills to uplift, empower, and better the world. I have experience in print design, UI/UX, logo design, and motion design.

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
- Engages with local environmentalist, climate action, and conservation focused organizations in freelance work

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

Hydrawise Relaunch Branding 2023

Led the effort to modernize and refresh the brand for the Hydrawise app across the web, app stores, email correspondence, product literature, and other deliverables

Hunter Industries Innovation Center 2022-3

Collaborated with creative team, facilities staff, architects, and various vendors on designing environmental graphics and interactive experiences in a new museum space for visitors

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