



Dynamic and motivated professional with a proven record of applying new technologies, performing all design/architecture tasks from concept to production, execution consistency, and formulating winning strategies. Adaptable leader with ability to work independently, lead cross-functional teams, make critical decisions, and achieve results that further align with organizational goals.

References available upon request. View my portfolio at jennypan.design.

WORK EXPERIENCE

Senior Graphic Designer | December 2022 - Present

Talia di Napoli

- Achieved YoY revenue growth for 2023 despite a 50% marketing budget cut
- Owned email/SMS design and execution across campaigns and automation flows
- Produced cohesive multichannel assets facing customers, buyers, and investors
- Managed agency communications to ensure effective collaboration and project execution
- Authored brand book to capture key design elements for unified brand representation
- Produced engaging social media videos with over 1 million views
- Led content production through creative direction of photo shoots

Senior Graphic Designer & Marketing Manager | December 2019 - November 2022

Bullseye Locations

- Designed scalable, robust, and intuitive UI wireframes
- Advised client on best practices and industry-leading methodologies
- Ability to earn client's trust through thought leadership and execution consistency
- Designed, implemented, and managed marketing automation, email automation, and lead generation campaigns
- Introduced, designed, and implemented winning sales content packages
- Led transformation of Bullseye website from concept to execution
- Managed and aligned external developers to meet performance goals
- Led harvesting and packaging of reusable design components

Graphic Designer | October 2018 - July 2019

Olympus Labs

- Created various assets for social media, email, Amazon EBC, and paid ads
- Conceptualized and designed new user-friendly website
- Produced catalogs, pitch decks, business cards, banners, and booths for events
- Prepared press files using cold foil, matte, and other effects for print

Digital MarCom Intern, Print Shop Assistant | January 2016 - May 2018

Baylor University

- Collaborated with different department to assess and address website objectives
- Spearheaded design and asset creation for a series of new websites
- Created assets and media for Baylor's homepage

Graphic Designer | August - December 2016

Autosnap

- Crafted a cohesive brand identity through icons, templates, and clean, simple visuals

EDUCATION

Baylor University - Waco, TX (May 2018)

- Bachelor of Fine Arts: Graphic Design | Minor: Entrepreneurship (3.5)

📍 jennypan.design

🌐 [jenny-pan-design](https://www.linkedin.com/company/jenny-pan-design)

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✓ Adobe Creative Suite

✓ Google Workspace

✓ Microsoft Office

✓ Campaign Monitor

✓ Klaviyo

✓ Zoho CRM

✓ WordPress

✓ Shopify

✓ Zapier

✓ JIRA

