



jenna german

graphic designer & illustrator

770 265 3690

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jennagerman.com

skills

Graphic Design, Art Direction, Book Design, Marketing & Advertising Design, Typography, Branding & Identity, Illustration, Digital Photography, Project Management, Market Research, Organization & Administrative Tasks, File Archival & Management

software

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Bridge, Acrobat, After Effects, Premiere Pro, Lightroom), ClipStudioPro, Procreate, Microsoft 365 (Word, PowerPoint, Excel, OneNote), Google G Suite, Workamajig, Basecamp

languages

Native English
Moderate Mandarin
Basic Spanish

honors & awards

We Need Diverse Books Internship Grant, 2023

SCAD Deans List, 2014–2019

SCAD Academic Honors Scholarship

SCAD Achievement Honors Scholarship

SCAD Lacoste Spring Exhibition, Illustrations sold & shown in the Curated Collection, 2018

SCAD Drawing Works Show,

Best in Show: Ideation, 2017

Adobe Certified Associate for InDesign, Photoshop, & Illustrator, 2017–2020

SCAD Small Works Show, Fall 2016

SCAD Foundations Honors Show, Winter 2015

experience

Scholastic Inc., New York, NY

Junior Designer, March 2024–Present

- Design & reformat covers & interiors for original titles, special edition books, & books from outside purchases. Further liaise with freelance illustrators & in-house design & editorial team to create novelty board books, picture books, & middle grade books.
- Coordinate schedules & art direction between freelancers & the editorial, design, production, & manufacturing teams.
- Create branding for the Scholastic Bilingual imprint.
- Manage & create the cover meetings deck each week. Organize the process for creating the Launch presentation deck & create digital assets for Sales Conference each season.

Barefoot Books, Inc., Concord, MA

Contract Design Assistant, January 2023–March 2024

- Designed marketing graphics for web & print, including: social media assets, promotion collateral, Amazon A+ content, ads, motion media book trailers, postcards, bookmarks, posters, flyers, presentations, sellsheets, & catalog spreads.
- Lead designer for 4 board books & a children's picture book, designed interior, cover, typography, & assisted in art direction.
- Reformatted & typeset special editions of board books, children's picture books, & created ebook editions.
- Performed administrative tasks such as maintaining, packaging, & exporting files for production.

Design Intern, July 2022–December 2022

Independent Clients, Atlanta, GA

Freelance Designer & Illustrator, 2007–Present

- Created branding, logos, & websites for small independent companies.
- Designed catering company Black Market BBQ's sauce bottle packaging & business cards.
- Designed branded print deliverables, created an animated ad, & took digital photography for the Relax the Back franchise.
- Designed & reformatted presentations & informational documents for the internal communications agency Tribe.

Spawn Ideas, Anchorage, AK

Graphic Design Intern, May 2020–February 2021

- Collaborated with the advertising agency's creative & art directors on conceiving deliverables.
- Created maps, print & digital ads, paid social, direct mailers, & print collateral.
- Performed production/administrative duties such as preparing final packaged files for print/digital deliverables & archiving files.
- Conceptualized & drew Illustrations for a promotional video.

Freelance Graphic Designer, April–May 2020

education

Savannah College of Art and Design (SCAD), Savannah, GA

BFA in Graphic Design

Minor in Illustration, Chinese Cultural & Language Studies

Graduated Magna Cum Laude, GPA 3.76, March 2019

Studied Abroad in Hong Kong, Winter 2016

Studied Abroad in Lacoste, France, Spring 2018