

JEN ADAMS-MAKI



4413 Windward Circle
Dallas, Texas 75287
jen.adams.maki@gmail.com
214.886.4142 (text only)
jamgraphicdesigns.com

QUALIFICATIONS

- Understands what is desired and exceeds those expectations
- Outstanding interpersonal and organizational skills
- Ability to prioritize and manage multiple tasks in a high-pressured environment
- Strong understanding of typography and color theory
- Extensive knowledge and experience in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Keynote, PowerPoint, Word, and Wrike
- Working knowledge of Sketch and After Effects
- Detailed-oriented

POO~POURRI

Production Director | Dec. 2019-Apr. 2020

Sr. Production Artist | Nov. 2018-Dec. 2019

- Designed and produced graphics for websites, products, social media, static and rich banner ads, email campaigns, and email templates.
- Provided design support to other business lines to create product graphics, logos, packaging, and other similar offline graphics.
- Designed creative brand experiences across multiple environments including trade show exhibits, events, and temporary/permanent installations. Created high-quality visualizations and renderings, shared 3D design files with clients, partners and internal departments.
- Produced dynamic presentation decks to be used by sales to pitch to clients. Accounts included Amazon, Target, ULTA, Bed Bath & Beyond, CVS, Walgreen, Kroger, Nordstrom, and Costco Wholesale.
- Ensured consistency of brand and creative across all customer touch points.
- Color-corrected photoshoot images and prepared them for digital release.
- Created a Data Asset Naming system to track projects, creative assets, and photos more easily and efficiently.
- Organized the creative server to make it easier to locate assets and projects.
- Assembled Poo~Pourri product labels from watercolors provided by artist. This involved clipping out each element, choosing the color, and then arranging the label before sending it to press.

SELF-EMPLOYED

Freelancer for a wide array of clients | 2009-Present

Materials created for clients include: logos and branding collateral, digital ads, landing pages, websites, packaging, vehicle wraps, promotional posters, book design and layouts, store graphics, flyers, menus, promotional sheets, brochures, event logos/invitations/signage, presentations, magazine design and layouts, media kits, print ads, direct mail marketing, trade show materials, business forms and templates, billboards, clothing design, stickers, user interfaces and more.

Below is a partial list of current and past clients:

AirMax	Dallas String Quartet,	Glass Slipper Concierge	Republic Loan
Carolina Beach Physical Therapy	Deliciously Organic	Hanley-Woods	Reveal Film & HD Productions
Carter Malouf-Private Jeweler	Eddie Gran	International Focus Press	Shawn Humphries Golf
The Catering Coach	Entrepreneurs for North Texas	Kelly Knight Photography	Soap Hope
City of Frisco	Festive Kitchen	Korem & Associates	SPARK! Dallas
CTX Plumbing and Electrical	Freeman Group	L&P Marketing	Stinnett & Associates
Culture Map	Frenkel and Frenkel Law	Las Colinas Association	The Pearl Cup
D Magazine Partners	Gangway Advertising	NEXREF Technologies	The Perfect Lawn
Dallas Child Magazine	Gateway Hook Company	Meadows Museum	Trinity TransCon L.L.C.

D MAGAZINE PARTNERS

Marketing Art Director for D Magazine Partners and the D Custom division | 2004-2009

- Maintained separate brand identities for all of D Magazine Partners' magazines in all work created.
- Designed promotional materials for use by account executives to take on sales calls.
- Created marketing materials ranging from but not limited to: media kits, promos, sponsorship packages, invitations, postcards, event signage, flyers, subscription cards, presentations, ballots, web buttons, proposals, fax sheets, certificates, cocktail signs, e-blasts, event logos, billboards, and newsletters.
- Created corporate ad campaigns featuring D Magazine Partners' family of magazines, blogs, and events.

References and additional experience available upon request.