

EDUCATION

AAS GRAPHIC DESIGN

Kalamazoo Valley
Community College, Kalamazoo, MI
2011

COURSEWORK IN BUSINESS

Western Michigan University
2006-2007

EXHIBITS

FEATURED ARTIST

Keystone Community Bank, Oct. 2012

SNAPSHOT

Anna Whitten Hall, April 2010
Collaborative

CINQUE ARTISTI FEMMINILE

Comensoli's Bar and Bistro, May 2010
Collaborative

MEMBER

ALPHA LAMBDA DELTA HONORS SOCIETY

Western Michigan University, 2007

SKILLS

SOFTWARE:

Illustrator
InDesign
Photoshop
Word
Excel
Powerpoint

WORK

GRAPHIC DESIGNER

Jenna Kooiker Design // Jan. 2010 - Present

- » Communicate and consult with clients to create new brand visuals, collateral designs, and multiple marketing pieces including logos, letterheads, newsletter templates, newspaper ads, in-house signage, giveaways, brochures, multi-page booklets, outdoor signage, invitations and stationery, and other various brand collateral using Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Pages, and Microsoft Word

Clients include: Keystone Community Bank, Community Reformed Church, Skylark Machine, Harmonious Events, DK Gourmet, Calvary Christian Reformed Church, Stones

CREATIVE RECRUITER

The Creative Group // Chicago, IL // Mar. - July 2013

- » Placed freelance and contract-to-hire creative, advertising and marketing professionals // Recruited, reviewed portfolios and interviewed talented industry professionals for various positions // Provided career counseling and feedback to candidates on their resumes, portfolios and interview skills

LEAD GRAPHIC DESIGNER

Life Expressions Decor // Holland, MI // June 2010 - Mar. 2013

- » Created all corporate identity collateral and marketing materials using a Mac platform, including a library of typographic wall art for future company use, custom graphics and layouts, catalog, brochures, flyers, and ads // Prioritized and managed multiple projects with tight deadlines // Conferred with clients to discuss and determine layout design; worked with independent consultants to create requested sayings or graphics

PRINT PRODUCTION ARTIST

Firstbank Corporation // Alma, MI // June 2011 - July 2012

- » Maintained consistent brand identity across all created materials, including print ads, web banners, product brochures, digital billboards, digital signage, and in-house marketing using Adobe InDesign, Adobe Illustrator, and Adobe Photoshop on a PC platform // Communicated with marketing agency to create promotions and visuals; provided marketing and design support for individually chartered bank // Presented graphics and promotional items for trade shows and events

MARKETING AND DESIGN INTERN

Kalamazoo Valley Community College // Kalamazoo, MI // Jan. - May 2011

- » Assisted in production and design of promotional and internal pieces including flyers, brochures, direct mail, handouts, admissions posters, manuals, digital advertisements, web banners, email design, outdoor signage mock-ups, athletic schedules, and various advertisements using the Adobe Creative Suite along with admissions presentations using Prezi and PowerPoint // Studied job specifications to determine appropriate construction methods

DESIGN ASSISTANT

Thomas Wrench, LLC // Kalamazoo, MI // Jan. 2010 - Jan. 2011

- » Collaborated with teammates to fulfill larger design projects // Restored old and destroyed photos to be used in museum layouts and slideshows using Adobe Photoshop // Created museum exhibit layouts according to previously designed brand look in Adobe InDesign