

HELLO, MY NAME IS  
**JENNIFER DUDEK**  
I'M A GRAPHIC DESIGNER IN PHILADELPHIA, PA

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## EXPERIENCE

### Lead Senior Experiential Graphic Designer

THE FRANKLIN INSTITUTE (2019 - PRESENT)

Member of the core team responsible for realizing the 2024 Master Plan with a key role in the branding and design of the experiences. Worked across departments to manage the design of the graphic look and experience for any in building exhibitions or signage. Made changes and upgrades to the building wayfinding experience and usage of digital signage as well as maintaining and updating exhibition environmental graphics. All while mentoring a team of designers and directing multiple design agencies and resources.



### Graphic Design Manager (Art Director)

THE FRANKLIN INSTITUTE (2016 - 2019)

Directed and mentored the design department that was responsible for the design and implementation of all museum-wide print and advertising collateral, exhibit, and museum signage, and digital materials. Assured timely delivery of projects that were on budget and on-brand. Additionally, cultivated a strong relationship with our internal clients to produce final products that supported the institution's goals and exceeded expectations.



### Art Director

EVENT STRATEGY GROUP (2013 - 2016)

Art directed brand creation, development, and activation for several clients across various channels. Partnered with clients to expand, explore, and activate their brand into a live experiential branding. Adhered to brand story, mission, vision, value proposition, and brand guidelines.



### Lead Graphic Designer and Marketing

PHILLIPS FEED & PET SUPPLIES (2011 - 2013)

Managed the design team and work flow while conceptualizing, designing, and producing several design and marketing projects. Prepared design files for various vendors, printers, and web producers. Worked closely with internal departments on monthly national catalogues and promotional sales materials.



### Graphic and Multimedia Designer/Art Director

FREELANCE GRAPHIC DESIGNER/ART DIRECTOR (2007 - 2020)

Conceptualized, designed, and art directed for various clients on a wide range of projects. Please see my website for a more detailed client list.



### Graphic Designer

U.S. GREEN BUILDING COUNCIL (2007 - 2008)

Lead designer responsible for the creation of print materials, digital assets, and large scale signage for trade shows. Worked with project managers in different business units and departments.



### Designer/Project Manager

JOURNEY COMMUNICATIONS INC. (2006 - 2007)

Designed various in-house and trade show graphics. Prepared a wide variety of files for print and fabrication. Worked with clients every step of the way—from the concept to convention hall.



### Design Technician

THE MEDIA AND MARKETING GROUP (2006)

Designed, prepared files, and resized existing advertisements for various mediums in a very fast paced environment.



## SKILLS

Art and creative direction  
Customer experience design  
User centered design  
Experiential graphic design  
Marketing communications  
Corporate branding  
Brand management  
Event and exhibition branding  
Environmental design and branding  
Understand HTML and CSS principles  
Familiarity with Chrome developer tools  
Familiarity with Twitter Bootstrap  
Large format printing  
Print production  
Team management  
Project management  
Detail-oriented  
Multitasker extraordinaire  
Strong organizational skills  
Lover of the outdoors



## EDUCATION

**Bachelors of Science  
in Graphic Design**  
THE ART INSTITUTE  
OF PHILADELPHIA

**Introduction to Project  
Management Certification**  
PROJECT MANAGEMENT INSTITUTE

**Coding for Designers**  
ACCREDIBLE (GYMNASIUM)

## ACTIVE COURSES:

**User Experience:  
The Beginner's Guide**  
INTERACTION DESIGN  
FOUNDATION

**Design Thinking:  
The Beginner's Guide**  
INTERACTION DESIGN  
FOUNDATION



## GET IN TOUCH

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