



radiant design + art co.

Jennifer Reynolds
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radiantdesignart.com

JENNIFER REYNOLDS / RESUMÉ 2022

Visual Designer / Illustrator / Photographer / Public Relations / Marketing

SOFTWARE

Adobe Creative Suite 6: Photoshop, InDesign, Illustrator, Acrobat, After Effects, Premiere and Dreamweaver.
Microsoft Office: Microsoft Word, Excel, PowerPoint and Project.
Quark Xpress 9, Acrobat X Professional, XML, HTML 5, Sirsi, Xerox Lyte Rod Variable Data (Proform Designer)

FREELANCE

Radiant Design + Art Co. | JUNE 2012 – CURRENT

Currently working remote on various freelance projects with clients whose work includes logo design, advertisement design, and brochure work. I have also worked on-site with Catholic Relief Services, Rosen Group and COPT as a graphic designer.

Etsy (La Casa de Azúl) | 2013 – 2018

I owned and operated an Etsy store independently for five straight years (2013-2018). I sold handmade jewelry and original artwork. I enjoyed running a business and had a flawless 5-star rating with over 2.5K sales. I used my own photography and sales tactics: from “flash sales” to discount codes and SEO, I made sure I kept the revenue coming in.

Enoch Pratt Free Library, Baltimore City | December 2019 – CURRENT

In 2019, I began a Part-Time Librarian's Assistant position at Enoch Pratt Free Library in Baltimore City. My responsibilities grew from there. I assist with handling materials, reserving and finding books and research information, cataloguing and computer assistance. My love of books, especially in curating print materials (design) and cataloging, follow the same theme as the work I learned in the mid-1990's at The American Institute of Physics. There I gained knowledge on how to maintain a small library database, and built a small statistics library for the department I worked in during the Summers of 1995 and 1996 in College Park, MD.

DESIGN EMPLOYMENT

Medstar Washington Hospital Center | SEPTEMBER 2010 – JUNE 2012

Graphic Design Consultant/Public Relations and Marketing contract design consultant within Public Affairs and Marketing. I designed a vast array of print materials for MedStar Washington Hospital Center. The projects vary: event posters, hospital and nursing publications, brochures, signage and banners. I worked together with teams and departments such as the ER and Trauma Physicians, The Cancer Institute, Spiritual Care, Cardiac Care, Teen Alliance for Prepared Parenting, as well as individual physicians and nurses on their own design needs. This work brings me much enjoyment and satisfaction knowing I helped the hospital and the surrounding community.

TESSCO Technologies, Inc. | JULY 2005 – NOVEMBER 2009

Public Company; TESS; Wireless Industry. Full Time Graphic Artist / Creative Team.

Design responsibilities included: Posters, brochures, annual reports, media kits, trade show graphics, event invitations and signage. In addition: Bimonthly retail publication design, photography, promotional marketing



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materials, logo design and advertising. I was primarily a print graphic designer although assisted the web design team with online design work, publication design for wireless retail accessories, direct mail, and marketing campaigns. In addition, I created internal corporate advertisements for vendors who work with TESCO, trade show graphics while directly working with sales team members and vendors in the creation of additional advertisements.

ReitDesign | JANUARY 2002 – APRIL 2004

Graphic Designer for a mid-sized Madison Avenue, New York City studio. Worked on a wide range of projects that included package, web, and print design, as well as logo and exhibit graphics. The broad spectrum of clients ranged from small, start-up companies and self-started individuals to established corporations such as Barnes & Noble and Thompson Financial. Maintained relations with clients and printers for the duration of each project, even after the completion of the job. In addition to project management, worked with other designers, overseeing their work and helping instruct interns.

EDUCATION

Maryland Institute, College of Art

Baltimore, Maryland 1996 – 1998
Bachelor of Arts degree, July 1998
Visual Communications major

Ringling College of Art and Design

Sarasota, Florida 1993-1996
Graphic Design major/Photography minor

HONORS AND AWARDS

1997 – PRESENT

Member of AIGA, American Institute of Graphic Arts

CREDENTIALS

2008

World Class Performance Award for launching new marketing campaign for ventev.com

2007

The Communicator Print Media Award (Award of Distinction) for a 6-month wireless ad campaign

2006

TESSCO “Intense Customer Focus” Award

2006

“National Civic Star Award” for design and production work for Sodexo School Services promotional kit

VOLUNTEERING

Baltimore Museum of Art

Free Family Sunday Art Classes

Business Volunteers Maryland

Pro Bono Design Services



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REFERENCES

Bonnie Jordan, Graphic Designer at Ghirardelli 312.375.8919

Marlo Russell, Graphic Artist, MedStar Washington Hospital Center 202.877.0846

Liz Reitman, President/Owner at ReitDesign, Inc. 212.355.2255

Lisa Arrington, Director of Marketing at Georgetown University Hospital 202.877.6303

Norma Babington, Writing and Editorial Consultant at MedStar Washington Hospital Center 410.627.9856

Gloria Hoppa Kiima, Design Manager at TESSCO Technologies 1.800.856.7398

[Additional contacts, references, and salaries are available upon request]