

JENNIFER BEATTY

JENNY@SOPHOPHILE.COM
818.823.4162

BRAND STRATEGY | ART DIRECTION | DIGITAL DESIGN

SOPHOPHILE.COM

Collaborating with ambitious brand teams on solutions that impact how we think and behave is where I thrive as a strategist and designer.

- 11 years of professional practice designing strategic print and digital experiences
- Digitally savvy creative leader fluent in web development tactics and modern tools
- Graduate of the Masters in Branding program at the School of Visual Arts in NYC

EDUCATION

MASTERS OF PROFESSIONAL STUDIES BRANDING

School of Visual Arts
New York, NY | 2013-2014

BACHELOR OF FINE ARTS VISUAL COMMUNICATIONS

University of Arizona
Tucson, AZ | 2001-2006

BACHELOR OF FINE ARTS MEDIA ARTS (FILM PRODUCTION)

University of Arizona
Tucson, AZ | 2001-2006

EXPERIENCE

BRAND STRATEGIST, ART DIRECTOR, DIGITAL DESIGNER | SOPHOPHILE STRATEGY | 2007-Present

- Launched, built up and evolved a perennially successful brand strategy and design company. Amassed a strong network of vendors and provided complete print/web design services as well as in depth iterative strategic brand services.
- Conducted strategic research, wrote surveys, planned time-lines, managed budgets and presented to clients.
- Volunteered with and regularly attended AIGA events, presented to students at universities, and mentored junior designers.

SENIOR ART DIRECTOR | JUICE PHARMA WORLDWIDE | 2016-2017

- Developed strategic print/digital executions for start-up healthcare brands treating rare diseases and illnesses in a traditional agency environment. Collaborated on conceptual at-risk deliverables with a team of 15 art, UX, copy, and editorial professionals.
- Evangelized new tech adoption for Wordpress, Sketch and Invision as well as taught efficient methods of digital design.
- Participated in strategic team discussions on the conceptualization and translations of brand strategy into creative executions.
- Presented creative executions on a bi-weekly basis to key team members and clients.

ART DIRECTOR | VERSION-X DESIGN | 2014-2016

- Managed a creative team in the design, development, and production of prestige beauty product launches and strategic brand marketing including the development of global eCommerce websites, print ad/email campaigns, high-end brochure design, product packaging, trade show booths and social media creative strategy.
- Led client presentations, wrote proposals, created project budgets, trained clients and staff on web related software, integrated and monitored website analytics, verified cross-platform brand consistency, and performed multi-device quality control.
- Utilized a deep understanding of WooCommerce systems, hosting and on-line marketing to continuously earn profitable project builds and long-term maintenance contracts including Wordpress Multi-site networks for global distributorships.

SENIOR DESIGNER | ELECTROSONIC, INC. | 2011-2014

Visually re-branded all print/digital touch points, spearheaded the adoption of digital brochures, and was recognized for streamlining and reducing marketing collateral. Defined, created and amplified the 50th Anniversary brand, campaign, and collateral.

SENIOR DESIGNER | PARSONS CORPORATION | 2010-2011

Recognized across departments for design excellence, leading to repeat print/digital collaborations with c-suite executives.

GRAPHIC DESIGNER | FIREBRAIN, INC. | 2007

Produced print/digital collateral for emerging brands, managed accounts, time-lines, interns and the production of print materials.

JUNIOR DESIGNER | NEW WAVE CREATIVE | 2006

Created conceptual poster illustrations and marketing collateral with award-winning entertainment design firm for first-run films.