

# JENNIFER BEATTY

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BRAND STRATEGY | DESIGN DIRECTION | DIGITAL DESIGN

SOPHOPHILE.COM

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

- 11 years of professional practice designing strategic print and digital experiences
- Digitally savvy creative manager 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

University of Arizona  
Tucson, AZ | 2001-2006

## EXPERIENCE

### PRINCIPAL, CREATIVE DIRECTOR | SOPHOPHILE STRATEGY | 2007-Present

- Creative partner and brand consultant solving complex design challenges with a straightforward approach to smart solutions for start-up groups, advertising agencies, and large public organizations.
- Using a deep sense of empathy and clever resourcefulness to manage junior creatives and deliver conceptual pitches, competitive research, audits, strategic insights, formal brand launches, advanced digital experiences, social media, print and packaging design.
- Leading with culturally relevant dialogue, design thinking, and broad technical knowledge to deliver in fast-paced environments.
- Active with AIGA, frequent conference attendee, public speaker, and design competition judge.

### SENIOR ART DIRECTOR | JUICE PHARMA WORLDWIDE | 2016-2017

- Developed and executed conceptual ideas on print/digital deliverables for healthcare brands treating rare diseases and illnesses in a large agency environment. Worked independently and in conjunction with a team of senior management, copy writing, editorial, user experience, fellow designers, and development 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 creation of prestige beauty products and development of global eCommerce websites, print ad/email campaigns, high-end brochure design, product packaging, trade show booths and social media design.
- 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 distributorship's.

### 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.