




JENNIFER GREIVE

GRAPHIC DESIGNER • ILLUSTRATOR • HAND LETTERER

Contact

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Skills

Technical

- Layout Design
- Logo Design
- Branding
- Hand Lettering
- Illustration
- Photography
- Packaging Design
- Photo Retouching
- Video-editing
- Basic HTML/CSS
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Indesign CC
- Adobe Premiere CC
- Adobe After Effects C
- Google Sheets
- Google Docs
- Microsoft Office
- Procreate
- Mac/PC

Professional

- Strong Worth Ethic
- Attention to Detail
- Team Oriented
- Communication
- Time Management

Education

The University of Akron ————— **2011-2014**

Mary Schiller Myers School of Art
Bachelors of Fine Arts, Graphic Design

Stark State College of Technology ————— **2006-2009**

Associates Degree, Graphic Design

Experience

American Greetings ————— **2022-Present**

Graphic Artist

Concepting new signage and/or packaging. Refining and preparing art for production by working in a wide variety of techniques and styles. Gaining understanding of corporate market research methods, trend analysis and brand differentiation strategies that meet retailer and consumer needs.

Fueled By Letters ————— **2009-Present**

Freelance Graphic Designer/Illustrator/Hand Lettering Artist

Followed current trends within social media to create product lines making use of popular phrases and social movements. Including mental health awareness, feminism, positivity and motivational quotes. (Ex: T-shirts, stickers, etc)

INKtastic ————— **2016-2021**

Graphic Designer

Followed apparel trends to create custom t-shirt graphics using clip art, illustration and hand lettering for various themes such as birthdays, holidays, cancer awareness, motivational quotes and sports to drive sales within all platforms inktastic sells their print on demand apparel.

Market District Giant Eagle ————— **2014-2016**

Graphic Designer | Illustrator/Hand Lettering Artist

Responsible for executing, creating and maintaining graphic consistency. Product tags, promotional signage, educational signage, pricing display signage, customer take-away collateral pieces and support props. Graphics free-style and computer generated at store level in addition to executing those corporately generated. Supporting visual merchandising of in-store product displays to achieve a fresh market aesthetic. Including overall look and feel of the store. Provide display materials and input to develop thought provoking displays that are interesting using aspect of the design elements.