



Jen Howard

DESIGN, ART DIRECTION, ILLUSTRATION

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EDUCATION

2010 **portfolio center - masters**
design, digital media,
illustration

2007 **converse college - BFA**
BFA in photography,
printmaking

minor studies - art history,
psychology, english lit,
theatre

honors - Cum Laude,
Nisbet Honors, Converse
College Institute for
Leadership

AFFILIATIONS

2016. **our legendary ladies**
now lead illustrator & designer

SKILLS

Art & Creative Direction, Illustration,
Animation, User Experience, Photography,
Graphic, Web & Product Design, Change
Management

Passion Projects: Product Prototyping,
3D Modeling, Arduino/Electronic Modeling,
Prop Building & Design

EXPERIENCE

2018.now

rightpoint atlanta - associate design director

- Creative lead for the experience team within the Atlanta office and Southeast geo. Providing leadership and guidance for the user experience and visual design team for project work and personal career growth.
- Thought lead over change management and enablement within the Atlanta office, helping to grow from a tech-led thought leadership to a dual experience/tech-led leadership. Providing support, guidance and championing change through presentations, workshops, and 1:1 mentoring.
- Creative direction, design and account lead for multiple projects and clients, working hand-in-hand with the internal and external teams to deliver solid results for projects ranging from white-label platforms, intranet systems, product design and e-commerce platforms.

2014.2018

huge atlanta - senior art director

- Creative lead for multiple projects and clients ranging from product design and branding strategy to marketing and digital communications.
- Art director, design and content lead for the digital AOR partnership with six of Tracfone's sub-brands. Leading a large and agile team ranging from ATL, MIA, Detroit and MDE in Colombia. Working closely with all teams to support and improve upon client initiatives, as well as providing direction on advancing the digital ecosystem.
- Art direction and design lead for AMC Theatre's website and app redesign. Worked closely with design, content, UX, motion and development teams in an agile process to quickly prototype, iterate and produce web and app designs. Closely followed by a continued partnership to create the pre-roll and campaign work for the launch of their new premium theatres.
- Art direction and design work for Ruth's Chris Steakhouse website redesign. Provided design support and direction for the complete redesign, as well as continued work as their digital AOR.
- Worked with and led creative teams on design, illustration and concepts for multiple new business pitches. A trusted resource for pitch teams, leading the design conversations and partnerships with an eye towards pushing the creative work and businesses to the next level.

2012.2014

razorfish atlanta - senior designer

- Design, illustration and conceptual work for Bridgestone and Firestone tires. Worked with and led creative teams on various successful campaigns from ideation to production.
- Lead designer for Delta social, leading the creative team to generate a larger social consumer basis. Concepted and created contests, tabs, and other social content that grew the brand at a rapid, unprecedented pace.
- Design work for Delta.com web redesign, assisting teams in the completion of the web redesign.
- Design work for ATT Digital Life retail app, working closely with the lead creatives and developers to create and develop the app. Design and concepts for existing and new business pitch work.
- Worked with creative teams on design, illustration and concepts for new business pitches.

2011.2012

sagepath - designer

- Interactive and print design, illustration, animation and conceptualizing for clients including NAPA, burn Energy drink, Coca-Cola, Home Depot.

2010.2011

think interactive, inc. - jr designer

- Assisted in the development and design of websites, emails, banner ads, game promotions and social campaigns for clients including Orkin, Arby's, Windstream, Purchasing Power, Nutro, Greenie's, and Ultra.
- Animation and design of banner ads and video campaigns.

2008.now

freelance - illustration, photography, design

- Design, illustration, and conceptual work for various clients, leading creative teams in the development of web, mobile, and graphic needs.
- Implementation of user experience, strategy and concepting in conjunction with design for websites and mobile games.
- Illustration, promotion and production of children's books for the series Our Legendary Ladies.
- Illustration and production of a children's book for A Story Before Bed.