

SUSAN JENNINGS

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Professional Summary

Experienced Brand Design Manager leading successful new innovation and strategic brand refreshes for a large portfolio of consumer brands. **Collaborative** with cross-functional teams and with various licensing partners to establish consistent brand experience across platforms. **Passionate** about excellent design and communication, with empathy for collaborators and users.

Skills

- Adobe Creative Suite for Mac
- Microsoft Business Suite for Mac
- Excellent communication and art direction
- Enthusiastic collaborator
- Organized, dependable, proactive
- **BFA + MBA = design thinking + critical thinking**

Work History

Brand Design Manager, Conagra Brands, Chicago IL • 2019 to current

- Developed and refreshed brands including Swiss Miss, Duncan Hines, Gardein, and Vlasic to innovate and drive growth
- Directed agencies to leverage designs against distinctive assets and BeSci best practices
- Collaborated with marketing teams to ensure holistic brand experience across social media, web, and eComm
- Wrote and maintained Brand Guidelines, visual guardrails for influencers, and Design Feedback Best Practices for Brand teams
- Actively participated in look-tone-feel, sound branding, and ideal experience research work as basis for design

Brand Designer (contract), Bluedog Design, Chicago IL • 2018-2019

- Led design development for brands including NatureMade vitamins, Fairlife milk, Vanity Fair napkins, and Simply beverages
- Developed logos and corporate toolkit for Pharmavite supplements
- Collaborated on projects with Brand Strategists and other designers
- Concepted activations beyond package, from environmental to point of purchase

Brand Designer (contract), Blistex, Oak Brook IL • 2018-2019

- Created comprehensive and inspirational Brand Guidelines for this leading health and beauty brand
- Developed mood boards for look-tone-feel and design concepts for packaging and displays
- Drove viewership on Instagram and Facebook pages with visually fun animated banners and posts
- Updated blistex.com homepage to present a more competitive and modern brand image

Senior Designer/Associate Design Director, Thompson Design Group, San Francisco CA • 2005-2018

- Created original, strategically-focused concepts for brands including Häagen-Dazs, Slim Jim, Nestlé, and Purina
- Art directed dozens of photo shoots
- Presented creative work and new project pitches to clients
- Directed, led and inspired other designers
- Attended and created visual stimulus for numerous focus groups
- Collaborated with agency leadership to brainstorm new product ideas and campaigns to increase consumer engagement

Designer, Soohoo Design, San Francisco CA • 2000-2005

- Developed and produced PC Game logos, displays, and packaging for gaming clients including LucasArts and Electronic Arts (EA)
- Created the logo for The Sims, one of the most popular titles in PC gaming history
- Designed displays and standees for Star Wars and Raiders of the Lost Ark game titles
- Worked directly with clients and vendors to manage projects

Education

San Francisco State University • MBA, 2010

Art Center College of Design, Pasadena • BFA, 1999

Ventura College • AS Graphic Design, 1995