

**Jennifer White**  
*Digital Graphic Designer*  
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Enthusiastic and skilled visual storyteller with a knack for translating ideas into compelling designs. 8+ years of experience in social media design and branding, delivering high-quality results and demonstrating adaptability across multiple disciplines. Eager to leverage my skills and passion to create impactful user experiences.

### Key Skill Core Competencies

- **User Experience (UX) Design/User Interface (UI) Design:**
    - User Research, User Flow, Wireframing, Prototyping, Usability Testing, Information Architecture
  - **Visual and Graphic Design:**
    - Adobe Creative Suite/Cloud (Photoshop, Illustrator, Indesign, After Effects), Figma, Branding & Logo Design, Typography, Color Theory, Layout, Composition, Print Production, Web Design, Motion Graphics, Video Editing, Photography, Illustration
  - **Soft Skills:**
    - Creative Thinking, Time Management, Attention to Detail, Communication, Collaboration, Problem-Solving, Adaptability, Leadership
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### Professional Experience

#### **Visual Information Specialist | U.S. ARMY | 08/2016 - Present**

- *Designer Specializing in Brand and Social Media Content Design | 10/2020-10/2024 | Army Pentagon*
    - Designed and produced high-impact visual communication materials (print and digital) for diverse audiences globe-wide, ensuring adherence to brand guidelines and accessibility standards.
    - Collaborated with senior leaders and stakeholders to understand communication objectives and translate them into effective visual solutions.
    - Managed print production processes, including operating large-format printers and cutters, ensuring timely delivery and quality control.
    - Streamlined internal workflows and processes, resulting in improved efficiency and productivity.
    - Maintained inventory and procurement of supplies, managing an annual budget of \$25K.
    - *Key Achievements:*
      - Received recognitions for design contributions to high-profile events and campaigns including Medal of Honor, Best Squad Competition, Congressional branding assets, State outreach assets, and various social media campaigns.
  - *Training Coordinator & Multimedia Visual Information Specialist | 02/2017-10/2020 | Fort Eisenhower, GA*
    - Designed and implemented training programs for 600+ personnel, ensuring compliance with requirements and tracking progress.
    - Developed and managed a \$329K budget for training initiatives.
    - Created visual assets (branding, print, social media videos) to support training and events.
    - Provided photography and videography support, including editing and post-production.
    - *Key Achievements:*
      - Received recognition and awards for outstanding performance in training management and visual communication.
      - Streamlined training request processes, improving efficiency and response times.
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### Leadership & Service

#### **U.S. ARMY Staff Sergeant | 08/2016 - Present**

- Led, mentored, and developed squads of soldiers, fostering teamwork and professional development
- Received multiple awards for outstanding performance, including the Distinguished Honor Graduate for 3 separate courses and recognition as the Office of the Assistant to the Secretary of the Army's most valuable person.
- Thrived in challenging environments, demonstrating the ability to adapt to new situations and overcome obstacles.
- Committed to serving others, as evidenced with volunteer work within the Army itself as Army Emergency Relief liaison and USO.

## Volunteer Experience

### **Catchafire Volunteer | 2021 - present**

- Designed/Delivered digital assets including video editing for non-profit organizations, enhancing their presence and communication efforts
- Collaborated with organizations to understand their needs and create visually appealing and effective solutions.

### **University of Colorado at Denver; Alumni Volunteer | 2021 - Present**

- Contributed to student mentorship programs at Alma Mater, providing guidance and support to current students.
- Assisted with scholarship and fundraising initiatives

### **Army Emergency Relief Representative | 2022**

- Led fundraising efforts within the unit, resulting in over \$17K in donations for soldier welfare programs.
- Communicated the importance of the program and encouraged participation.

### **USO Volunteer | 2021**

- Provided support and assistance to military members and their families.
  - Created a welcoming and supportive environment.
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## Education & Certifications

### **University of Colorado at Denver | BFA with emphasis on Digital Design | 05/2016**

- Relevant Coursework includes: UX/UI Design, Graphic Design, Web Design, 2D & 3D Animation, Typography
- Proficiency demonstrated in design principles, visual communication, and creative problem-solving

### **Google's UX Design Professional Certification | 05/2022**

- Completed seven courses covering the UX Design process from user research to prototyping and testing.
  - Developed skills in user-centered design, wireframing, prototyping, and usability testing
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**References Available Upon Request**