



JENELLE CAMPBELL

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OVERVIEW

**SENIOR DESIGNER / ART DIRECTOR FOCUSED
ON BRANDING, ART DIRECTION, VISUAL STRATEGY
& DIGITAL CAMPAIGNS.**

EXPERIENCE

andshedesigns Los Angeles, CA

Freelance Designer / Art Director

April 2009–Present

Expert design for a diverse group of clients in a variety of platforms. Design Director of WORK magazine. theworkmag.com. Executed branding guidelines for Citizens of Humanity. Delivered web & print design for clients such as M&C Saatchi, Piperlime, Belkin, Woo Agency, California Healthline, Live Nation Bottlestock, Metropolis Beauty, Macadamia Natural Oil & Icon Beauty School of Doodle, Healthworks, Cal Poly Pomona & Today's Bride.

The Point Collective

Senior Visual Designer

April 2015–November 2016

Worked with Creative Directors to create visually exceptional design. A boutique agency, Point Collective is fast-paced, focused and driven by excellence in typography, imagination and concept. Designed & managed projects from concept to production and created complete visual systems for print, mobile and web projects. Clients include non-profit and educational clients as well as restaurants and bars.

11 Main San Mateo, CA

Senior Visual Designer

November 2014–April 2015

Partnered with both Marketing and Merchants in the development of ecomm assets including home pages, banner ads, landing pages, micro sites etc. Worked with Creative Director to develop an advertising campaign for this new Alibaba owned start up.

Fredericks of Hollywood Los Angeles, CA

Digital Designer / Art Director

December 2010–November 2014

Designer / Director among all channels of both web & print design. Developed seasonal style guides. Location scouted, concepted & storyboarded quarterly photoshoots. Responsible for email campaigns / web design. Oversaw small team of designers. Developed & execute store signage & packaging. Served as in-house photographer & retoucher.

DISTINC Los Angeles, CA

Senior Designer

May 2007–April 2009

Part of an award winning team of conceptual designers that specialize in branding. Directed projects with a variety of clients including Disney, Autry Museum, Johnson & Johnson, LA's Best, Withoutabox & Balcony Press. Lead in strategic and creative development of print & interactive projects

EDUCATION

Moore College of Art & Design, Philadelphia, PA
B FA Graphic Design Major, Photography Minor

SKILLS

Adobe: CC: Digital Design; Offset pre-press production;
Wordpress; Tumblr/Facebook/Twitter design; Photoshoots;
Ability to lead teams