jessica tenenbaum
ART DIRECTOR

Experience

Creative Director
Moda Magazine | May 2022 - May 2023
- Pitched, coordinated, curated, and designed four magazine issues from theme ideation to publication, including defining unique visual and written identities for each issue
- Conducted and governed weekly meetings with 75+ members and managed and gave feedback to 35 visual team staff members
- Oversaw all visual and branding elements including magazine design and production, promotional materials, social media, and overall online presence

Graphic Design Intern
Impact Networking | June 2022 - August 2022
- Fully immersed into agency Creative Team working alongside Senior Designers and Creative Director on client projects of various scales and mediums including direct communication with clients to receive and implement feedback
- Concept creation and UX+UI design of an app to streamline company-wide time tracking, placing first in company-wide Intern Innovation Challenge

Staff Illustrator, Designer and Photographer
Moda Magazine | September 2019 - May 2022
- Collaborated with writers and other creatives to bring their articles and concepts into the visual realm through photography, graphics, and illustration under tight publishing deadlines
- Selected as honorary Creative Director to help create the final issue of the year with the graduating position holder

Graphic Design Assistant
University Housing Marketing | August 2020 - March 2021
- Assisted in all design and photography services for University Housing
- Developed a wide range of print and digital assets within UW branding standards

Campus Leader
South by Sea | January 2020 - October 2021
- Consulted with potential customers and partners to develop creative designs and targeted marketing campaigns
- Promoted to Campus Leader in Spring 2021, in charge of leading a team of 3 Campus Managers

Education

book180 Ad School
Art Direction
- 6 month advertising school to hone craft and develop deeper industry knowledge

University of Wisconsin-Madison
Bachelor of Science Graphic Design, Certificate in Entrepreneurship
- 3.77 GPA, Dean's List
- Art Department Scholarship awarded all four years

Skills

The Important Stuff:
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Typography
- Brand and identity system design
- Print and layout design
- Color theory
- Presentation design
- Film and digital photography
- Public speaking
- Creative problem solving
- Microsoft PowerPoint

Other:
- Fluent in sarcasm
- Can bend glass tubes under a really hot fire to make neon signs
- Drinks an excessive number of Iced Vanilla Lattes daily
- Laughs at own jokes before getting to the punchline

On the web

jessicatenenbaum.com

jessicartenenbaum@gmail.com

linkedin.com/in/j-tenenbaum