



# jennifer zink



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## EDUCATION

### Stephens College

Columbia, MO

Bachelor of Fine Arts in Apparel Studies

Minors: Graphic Design, Design Arts

2013 - 2017

### Diablo Valley College

Pleasant Hill, CA

Certificates: Graphic Design, Web

Design, Interactive Design for

Mobile & Web

2023 - Present

## DIGITAL TOOLS

Photoshop

InDesign

Illustrator

After Effects

Microsoft Office

PC/Mac

HTML5/CSS

Figma

Smartsheets

## SKILLS

Branding

Web Design

Production Art

Print Design

Package Design

Photo Retouching

Motion Graphics

## LANGUAGES

English - Fluent

French - Intermediate

Spanish - Beginner

Korean - Beginner

## EXPERIENCE

### Freelance Graphic Designer

March 2018 - Present

- Currently a freelance graphic designer for marketing agency, Chimera Creative, in Washington, MO providing their clients with design assets like logos, color palettes, and typography options.
- Also a contract production artist on-call for Formation Creative Group which is a drinkware company based out of South San Francisco, CA creating factory specs for various drinkware items for big retailers such as Ross, Target, and Jill and Ally.
- Provided branding and print design services for multiple clients for my personal graphic design business, Jennifer Zink Design. This has included branding and logos, wedding materials, websites, digital illustrations, animations, and social media content.

### Jennifer Zink Design

Walnut Creek, CA

### Graphic Designer - Starbucks Account

September 2019 - May 2023

- Became an experienced professional with pre-press and production processes for creating drinkware items for Starbucks for 4 worldwide regions: North America, Latin America/Caribbean, Europe, and Middle East/North Africa, and for 4 seasonal collections: Winter/Spring, Summer, Fall, and Holiday. This entailed creating realistic renderings in photoshop, detailed factory files, and updating legal copy on drinkware products and packaging.
- Established strong collaborative channels with project managers, the new product development team, the industrial design team, and the CMF team to ensure accuracy and adherence to the brand's vision. Made sound executive decisions regarding layouts and CMF suggestions, aligning with brand identity, future trends, specifications, and overall collection consistency.
- Played a key role in training graphic design managers and teammates on the ceramic, glass, soft goods, and accessories processes. Led an internal project to establish a color/material/finish (CMF) library and guide. Worked closely with industrial designers to request CAD renders and create Photoshop render templates for common ceramic and glass bodies.

### PMI Worldwide

Seattle, WA

### Product Designer

August 2018 - August 2019

- Worked directly with the Art Director and Program Managers to execute and create product designs and production art for nationwide retailers such as Target, Walmart, Ross, JoAnn, Bed Bath & Beyond, and Kroger and many more.
- Conducted market research and internal trend development to help guide the design process. Worked closely with Costing team and Product Development to design products within cost parameters and factory specifications.
- Collaborated with the Sales teams to create realistic Photoshop renderings for presentation decks, physical mockups for in-person presentations, and packaging options.

### Elsa L, Inc.

San Rafael, CA