



JENNY RED

ART DIRECTOR | CONTENT CREATOR

I've spent over a decade helping teams meet their business goals by being adept in overseeing all visual aspects of a project while offering design solutions when needed. The high-quality content my teams have produced have contributed to millions in sales. Let's create magic together.

CONTACT

me@jenny.red
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SKILLS

Design

Art Direction
Graphic Design
Content Creation
Packaging Design
Ad Creative
Set Design

Digital

Videography
Photography
Post Production
Photoshop
After Effects
Premier Pro
Illustrator
InDesign
Figma

EDUCATION

Fashion Institute of Design & Merchandising

AA Graphic Design
Class of 2007

EXPERIENCE

- The Neon Mob** Co-Founder, Art Director Apr 2020 - Current
 Neon mob is a full-service creative agency owned and ran by women. We specialize in content creation from mobile gaming, to cannabis dispensaries, to luxury hotels. My role there varies per project, from high-level art direction, to graphic design, to meticulous photo and video post production.
Learnings: How to manage the complexity of creating for multiple diverse stake holders.
- Jardin Premium Cannabis Dispensary** Art Director (Contractor) Jan 2021 - Current
 Jardin is a high-end dispensary bringing in over 2k patrons daily in Los Vegas. It's been my responsibility to guide creative direction for their social content while pushing the brand's mission to change the stigma of cannabis use and bring it to a high-end crowd.
Learnings: How to work for a brand that has legal constraints around how it can advertise.
- Boss Fight Entertainment** Graphic Designer (Contractor) Sep 2020 - Sep 2021
 Boss Fight produces some of the top grossing games on the iOS store. I collaborated with their creative team to produce high quality content for their social feeds.
Learnings: How work with 3D game assets and compose fun and engaging graphics.
- Fuzzy Pet Health** Creative & Brand Manager Nov 2019 - Nov 2020
 My role at Fuzzy covered a wide range of tasks: creative direction, planning and execution of photo and video shoots, designing and optimizing landing pages and ads.
Learnings: How stay calm in a start up as it pivots its product offerings.
- Gantri** Marketing Manager + Content Producer Nov 2016 - Feb 2018
 I was hired as the first designer to build and grow their marketing and content production for this 3D printed lighting company. I worked closely with the founder to oversee the branding process, produced marketing imagery and managed their social media content and engagement.
Learnings: How to set boundaries with those that value my output more than my health.
- HauteLook — A Nordstrom Company** Post Production Producer Jun 2011 to Aug 2014
 I started my career as a retoucher and quickly moved into being the lead graphic designer. After growing and training the retouching department, I moved into marketing and grew the graphics department, creating ad content and event teaser videos. After the Nordstrom aquisition, I was called back in to manage over 15 retouchers on and off-site to produce 5K+ images daily. I worked closely with the studio to improve on pre and post production, leading to an increase in quantity and quality of output. I taught my team how to utilize action scripts and challenged them to find alternate methods of retouching to improve their workflow.
Learnings: How to recognize when I'm no longer challenged in my role and to move out of my comfort zone.