



Jennifer Gordon
Design & Art Direction

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203.501.9030

Education

Syracuse University 2022, BFA
Communications Design
English and Textual Studies &
Political Science Double Minor
Dean's List, Fall 2018–Spring 2022
Syracuse Success Scholar
Creative Arts Merit Scholarship
CMD Academic Excellence Award
GDUSA Award – Packaging Design

Skills

Creative: Illustration, Art Direction,
Packaging, Branding, Advertising, Editorial,
App Design, Copywriting, Ideation, Research,
Print Production

Technical: Adobe Ai, Ps, Id, Xd, Ae, Sketch,
Microsoft Suite, G-Suite

Organizations

Alpha Rho Chi Skopas Chapter
Secretary, Design Committee Co-Chair
2019–2022

SU School of Design
Peer Advisor
2019–2022

Women in Design SU
CommDesign Representative
2019–2021

American Institute of Graphic Arts
Co-President, Communications Director,
Competition Director, Programming Director
2018–2022

Syracuse University VPA
VPA Ambassador
2018–2022

University Girl Magazine
Graphic Designer
2018–2019

Experience

Designer

Hughes BrandMix
2022–Present | Norwalk, CT

Help to create and develop brands through graphics, naming, copywriting, and strategy for emerging brands. Follow branding guidelines, adapt, and extend existing SKUs for established brands to maintain consistency. Create graphics for digital channels including E-commerce, Amazon A+ content, and websites. Maintain an understanding of print production. Collaborate with designers, production team, and account managers.

Graphic Design Intern

GNC
2021 | Remote

Designed graphics for digital marketing channels including social media, web, and email. Created and executed concepts for photo shoots used to promote products. Collaborated cross-functionally with teams of designers, copywriters, proofreaders, and project managers within the Marketing Department. Assessed current design trends and how they can be applied to GNC's digital channels.

Research Assistant / Teaching Assistant

SU School of Design
2020–2021 | Syracuse, NY

Research Assistant: Conceptualized ideas for an exhibition on M. Peter Piening. Designed informational assets for the exhibit including wall text, labels, and a catalog. Created a visually engaging experience through the use of typography and graphics.

Teaching Assistant: Assisted professor in teaching software for Digital Tools class for freshmen, answered student questions regarding computer software, facilitated classroom work and understanding of digital topics.

Museum Educator

The Aldrich Museum of Contemporary Art
2019 | Ridgefield, CT

Worked as a museum educator alongside visiting artists and arts educators for Camp Aldrich. Taught children in grades one to six. Helped with creation of art and interpretation of gallery exhibits.

Graphic Design Intern

Alexander Isley Inc. Designers
2017 | Redding, CT

Collaborated with designers to work on a variety of branding, packaging, and marketing projects for companies like Colorblends and the Westport Library. Created content for social media.

Gallery Attendant

Ridgefield Guild of Artists
2016–2020 | Ridgefield, CT

Worked as a gallery attendant, assisted with organization, helped host exhibition openings, worked in customer service and sales during the annual holiday boutique.