

Jen Strauss

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Experience

Jen Strauss Design

Visual & User Experience Designer, Remote (2018 – Present)

UX Design Lead and product designer for top brands bringing a deep understanding of the principles of customer experience and developing strategies for gated and ungated personalized content delivery.

The Philadelphia Inquirer

Creative Director, Philadelphia (2016 – Present)

Bringing the brand to life across every aspect of the business. Working in partnership with marketing, advertising, product and engineering, editorial, and experiential to ensure the brand is presented thoughtfully and consistently across all mediums. Overseeing a team of designers who focus on conceptual development to final execution of work across web, print, video, animation, digital marketing and social content. Building strong, supportive and constructive relationships throughout the creative team.

Jen Strauss Design

Art Director, Philadelphia (2015 – Present)

Created digital and print advertising, branding, brochures, publications, packaging and signage to meet client deliverables in a timely fashion.

Clients include: Philadelphia Museum of Art, Sam's Club, Music Theater Philly, Rail West Design Agency, Kind Financial, Curtis Learning and City Cakes, NYC

Pennsylvania Institute of Certified Public Accountants

Senior Graphic Designer, Philadelphia (2013 – 2015)

Inspired creativity and maintained consistent brand standards across a variety of platforms. Mentored the design team and worked across the company to build creative excellence.

Jen Strauss Design

Art Director, NYC (2008 – 2013)

Worked closely with various clients creating packaging, digital and print, as well as point of sale materials.

Clients included: Tribeca Comedy Lounge, Frolic, Mindsync, Micromilestones, Kinerase, Bootlegger21 Vodka, Colgate-Palmolive and Little Stars Studios.

Dyson Inc.

Senior Graphic Designer, NYC (2007 – 2008)

Performed lead role as a brand guardian in the concept and design of new product launches, point of sale, public relations, and event materials.

OXO International

Graphic Designer, NYC (2002 – 2007)

Designed and executed packaging, consumer brochures, and PR materials for 500 products.

About

Award-winning creative director and visual designer with a successful history of developing sustainable products and brand identities across multiple industries. Demonstrated ability to translate high-level strategic business objectives into unique creative strategies and execution throughout the customer journey. Deep experience in web and mobile design, UX, illustration, animation and rich media. Engaged manager, mentor, collaborator and problem solver.

Education

Penn State University

BA in Graphic Design

University of the Arts

Web Design Essentials
Certificate Program

New York Code & Design Academy

Web Development
and Front End

Awards

2020 PA News Association Advertising Contest,

First Place Ad Campaign
SEPTA Sports Takeover
First Place Self Promotion
Become an Inquirer
First Place Business Building Idea
Travel Through Time

2019 PA News Association Advertising Contest

First Place
Ad Campaign or Series
"Thanks to You" Store Campaign

2018 Lenfest Publisher's Club

Employee Recognition Award
for PEERformance