

Jen Strauss

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Experience

The Philadelphia Inquirer

Creative Director, Philadelphia (2019 – Present)

Bringing the brand to life across every aspect of the business. Working in partnership with marketing, advertising, product, editorial, circulation, and events 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.

Associate Design Director, Philadelphia (April 2018 – July 2019)

Rebranded The Philadelphia Media Network, a 190 year old legacy into The Philadelphia Inquirer, a cohesive media company with a clear digital strategy. Created a new identity system and developed the future guidelines to allow the brand to come to life across every aspect of the business. Managed a team of 5 graphic designers and 2 digital designers, while work along side marketing to develop strategies for campaigns.

Senior Graphic Designer, Philadelphia (June 2016 – May 2018)

Conceptualized, designed, and delivered marketing, promotional and event materials for print and digital channels. Created newspaper, social media advertising as well as develop HTML/CSS responsive email templates.

Freelance Senior Graphic Designer

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.

Freelance Senior Graphic Designer

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

Creative Director, Design at The Philadelphia Inquirer. Leading a team of designers to develop strong brand identity and awareness for a legacy brand while focusing on a mobile and digital first strategy. Continued focus on attracting new customers while still maintaining the needs of existing customers. Managing, mentoring and nurturing junior staff to establish a culture of creativity, diversity and growth.

Education

Penn State University

BA in Graphic Design

UArts

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