



JENNIFER MOFFATT

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RELEVANT PROFESSIONAL EXPERIENCE

January 2018–October 2021

Chemonics International, Global Health and Supply Chain Office, **Senior Specialist, Graphic Design**

- Provided strategic and creative campaign solutions across print, digital media, video, and/or email channels that helped internal clients meet or exceed their objectives
- Provided leadership to the team by nurturing talent through clear direction, constructive feedback, and knowledge sharing
- Assigned and prioritized tasks to team members and managed creative processes in a high-volume, fast-paced environment
- Managed projects from concept to completion and collaborated with senior management, project managers, and clients
- Contributed to business development by supporting proposals using extensive design knowledge and experience
- Proactively consulted with key proposal team members and provided expert recommendations on effective and innovative graphics solutions
- Ensured all creative, marketing, and corporate materials conformed to brand standards for consistency in visual identity, messaging, and positioning, including voice and personality
- Evolved the brand and expanded industry impact to differentiate Chemonics in the international development space
- Customized campaigns, design, and product layout for social media by employing industry best practices and complying with technical specifications across the platforms
- Led meetings and was responsible for developing agendas, timelines, and budgets to achieve stated goals
- Selected and supervised work with external vendors including printers, talent agencies, photographers, and paper mills
- Acting Director of Communications and Design team, provided leadership support to team as needed

March 2016–December 2017

ACDI/VOCA, **Senior Graphic Designer**

- Provided creative direction of the visual brand for all assets, print and digital and ensured consistency and viability across the brand
- Unified materials and further elevated the brand by creating a cohesive design style, fonts and colors to achieve consistency and stand out from competitors
- Led effort to express core messaging and brand through external communication channels, including social media and video
- Developed strategy and created online interactive designs, microsites and infographics to support external communication campaigns. Led team efforts including brainstorming and coordinating with staff and editors for content
- Supported organization with graphics, logo and icon development, consulting on communications best practices
- Developed and implemented communications strategy to promote projects and increase engagement
- Advised on proposals and presented best practices and ways to visualize complex concepts, working closely with the business development team

April 2013–February 2016

American Association for Justice, **Senior Graphic Designer**

- Provided creative direction for, and conceptualized, designed, and managed production of all materials which promoted the Association's products, services, and membership
- Collaborated closely with the marketing team to develop and produce campaigns that met sales goals, budget restrictions and fulfilled the strategic goals of the association
- Updated branding guidelines and logos for brand consistencies, developed visual and creative standards for the brand
- Consulted on the website redesign and played a key role in the development, reorganization and look of the website and responsive design
- Created design across digital platforms including web, email and social media
- Hired and supervised and interns
- Worked directly with outside vendors, printers and freelance designers

2009–2013

VC Graphics Design Studio, Bethesda, Maryland, **Art Director**

Key clients included Catholic University of America Columbus School of Law, Minority Business Development Agency, Society of Interventional Radiology and Character Education Partnership

- Managed design projects from concept to completion to effectively communicate client messages through design meeting strict deadlines
- Worked one-on-one directly with the client, fostering long-term client relationships
- Managed resources and expenses ensuring work was produced on-time and within budget
- Provided on-site art direction for photo shoots
- Coordinated printing and press inspections

2004–2009

VC Graphics Design Studio, Bethesda, Maryland, **Graphic Designer**

- Developed concepts and messaging with collaboration of designers and art director
- Production and design of publications, marketing collateral, logos and identity
- Coordinated printing and press inspections

TECHNICAL SKILLS

InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Acrobat, Microsoft Office, SharePoint, WordPress

EDUCATION

University of Maryland, College Park, Bachelor of Arts Degree

Journalism major in Public Relations, minor in Art History

Art and design classes at The George Washington University, Corcoran College of Art and Design, Montgomery College

Videography training

Management and Leadership Training

MEMBERSHIP

American Institute of Graphic Arts, Supporter member

Mentor for AIGA Shine Mentorship program, 2021 and 2020