



JENNY NEWMAN

Designer & Art Director

Los Angeles, CA

CONTACT

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EDUCATION

Chapman University
BFA in Graphic Design, 2021

EXPERTISE

Brand Identity Development
Content Strategy
Creative & Art Direction
Design Systems & Guidelines
Digital & Print Production
Experiential Design & Live Events
Illustration & Graphic Design
Designer Mentorship
Motion & Interactive Design
Photo / Video Direction & Editing
Print & Vendor Coordination
Strategic Campaign Design
Visual Storytelling & Messaging
Web & UX/UI Design

SKILLS

After Effects
Adobe Creative Suite
AI Tools
Figma
Google Suite
Premiere Pro
Wix / Squarespace

EXPERIENCE

Sr. Graphic Designer chargeFUZE

OCT. 2023 - PRESENT

Lead creative strategy & design for chargeFUZE, shaping our brand & partner collaborations while delivering digital, experiential & product assets that drive engagement & brand impact.

- Design wayfinding & product signage, boosting rentals by 55% in the first month
- Design immersive branded screens, vinyl wraps & stage visuals boosting brand visibility & engagement
- Create paid ad campaigns across LinkedIn & Meta, driving 35% QoQ MQL growth
- Direct social strategy & design unifying brand voice & increasing engagement by 40% QoQ
- Craft brand identity by translating complex technology into approachable, human-focused design
- Direct & mentor interns, fostering collaboration, design excellence & on-brand storytelling

Designer & Art Director Jenny Newman Design

JUN. 2021 - PRESENT

Develop strategic branding & marketing assets for independent musicians, enhancing audience reach, visibility & cohesive brand identity across touch points.

- Design 50+ assets for independent artists- including logos, stage props, merch, EPKs, album covers & websites to build cohesive brand identities & support new releases
- Design client proposals, press releases & award submissions, securing Berlin Music Video Award, shows at The Troubadour & press feature by NOTION & Ones to Watch
- Build brand guidelines & release roadmaps that fuel 20+ successful music rollouts across streaming & social

Jr. Graphic Designer Global Tour Creatives

FEB. 2022 - MAY 2023

Created high-impact promotional campaigns for world's top-selling artists, designing large-scale OOH, social media & digital assets to connect audiences with live events.

- Produced 100-300 digital, print & motion marketing assets daily for top touring artists such as Taylor Swift, Madonna & Maroon 5, ensuring brand consistency & rapid turnaround rates
- Illustrated 3D venue maps for The Gorge & Xfinity Theatre, combining branded environments, color-coded keys, & high-contrast visuals to enhance navigation
- Redesigned the official Diana Ross website to be a modernized design with improved user flow, accessibility & responsive mobile functionality

Graphic Design Assistant Chapman Student Engagement

AUG. 2020 - MAY 2021

Designed visual assets to promote on-campus events & university-wide social campaigns to increase student engagement & attendance across multiple departments.

- Designed static & motion graphics for social media, boosting Instagram engagement by 40% over six months & strengthening digital community connection
- Created & produced flyers & event assets distributed across campus, contributing to a 30% increase in event attendance each semester
- Assisted in developing department-specific visual systems- including logos, social templates & content guidelines

Additional Experience: Buro Happold (Graphic Design Intern, 2019), The Confluence (Social Media Marketing Intern, 2018), Edit Media Group (Social Media Marketing Intern, 2017)