



Dynamic and motivated professional with a proven record of applying new technologies, taking design from concept to production, and formulating winning strategies. Adaptable leader with ability to work independently, lead cross-functional teams, make critical decisions, and achieve results that further align with organizational goals.

References available upon request. View my portfolio at jennypan.design.

CONTACT

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SKILLS

- ✓ Adobe Creative Suite
- ✓ Google Workspace
- ✓ Microsoft Office
- ✓ Campaign Monitor
- ✓ Klaviyo
- ✓ Zoho CRM
- ✓ WordPress
- ✓ Shopify
- ✓ Zapier
- ✓ JIRA

WORK EXPERIENCE

Graphic Designer (Information Design Artist) | February 2024 - Present

Dubin Research & Consulting

- Collaborated directly with legal clients in high-pressure and tight deadline environments
- Led design initiatives and introduced process improvements that enhanced team workflows and project outcomes in high-profile litigation cases
- Created data visualizations to simplify complex information and enhance user comprehension
- Effectively managed multiple concurrent projects and deadlines

Senior Graphic Designer | December 2022 - January 2024

Talia di Napoli

- Achieved YoY revenue growth for 2023 despite a 50% marketing budget cut
- Owned email/SMS design and execution across Klaviyo campaigns and automation flows
- Produced cohesive multichannel assets facing customers, buyers, and investors
- Sourced and managed agencies to ensure effective collaboration and project execution
- Authored brand book to capture key design elements for unified brand representation
- Produced and edited social media videos (Premiere Pro) that drove over 1M+ organic views across Instagram and TikTok
- Directed brand-aligned photo shoots, producing assets for e-commerce and paid social

Senior Graphic Designer & Marketing Manager | December 2019 - November 2022

Bullseye Locations

- Designed scalable, intuitive UI wireframes to ensure alignment with user and business needs
- Conceptualized, implemented, and optimized user flows for marketing automation, email campaigns, and lead generation initiatives, enhancing user engagement and conversion rates
- Introduced, designed, and implemented winning sales content packages
- Led transformation of Bullseye website from concept to execution
- Directed external developers and freelancers to meet performance goals
- Led creation and systematization of reusable design components for a scalable ecosystem

Graphic Designer | October 2018 - July 2019

Olympus Labs

- Created engaging digital assets for social media, email, Amazon EBC, and paid ads
- Conceptualized and designed new user-friendly website
- Produced catalogs, pitch decks, business cards, banners, and booths for events
- Prepared press-ready files for print, applying advanced finishing techniques like cold foil

Digital MarCom Intern, Print Shop Assistant | January 2016 - May 2018

Baylor University

Graphic Designer | August - December 2016

Autosnap

EDUCATION

Baylor University - Waco, TX (May 2018)

- Bachelor of Fine Arts: Graphic Design | Minor: Entrepreneurship (3.5)

