

Jenny Dodge

1. Contact

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(951) 479 - 2398

2. Education

UCLA

- B.A. Design and Media Arts
- Honors: Magna Cum Laude
- Organizations: Design Director of FEM Newsmagazine

3. Skills

Adobe Creative Suite
Figma
Google Suite
Microsoft Office
HTML/CSS

Brand Design
Out-of-home (OOH)
Storyboarding
Web Design
Video Editing

4. Related Experience

Hook - Sr. Designer 2020 - Present

- Designs high-impact visual content for major clients, including Google, Amazon, and Mailchimp, across diverse channels: digital, print, social media, experiential, and out-of-home (OOH).
- Leads design projects from concept to execution, enhancing brand awareness and visibility.

Buck - Creative Technologist 2019

- Collaborated with cross-functional teams (programmers, designers, animators) to develop interactive AR experiences for Meta.
- Introduced new workflows that streamlined processes and improved project efficiency.

CAP UCLA - Graphic Designer 2018 - 2019

- Designed and produced a wide range of print and digital marketing materials, including advertisements, digital banners, presentations, and printed programs.

Mad Decent - Graphic Designer 2017 - 2018

- Created assets for the record label's releases including social media posts, animated visualizers, display ads and weekly newsletters.
- Assisted in the company's global rebrand, designing key assets such as newsletter and social media templates.

Adolescent - Graphic Illustrator 2017

- Created digital illustrations and infographics to accompany articles posted on Adolescent's website.

Freelance - Graphic Designer 2019 - Present

- Designed visual branding and marketing materials for music industry clients (Geffen Records, Cosmica Artists, Picnic Artists), including single/LP covers, promotional teasers, and website designs.
- Developed a complete visual brand identity for a wellness client, including logo, website, and brand guidelines.