

Jodi Sinatra

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(978) 973.7235 Rockland MA

PROFESSIONAL HIGHLIGHTS:

Polese Clancy Agency, Boston MA

Senior Designer

- Worked with Creative Director to develop new website design strategy and pitched winning presentation to Bank Boston
- Designed and produced high-end, 6-color layouts for annual reports and brochures
- Developed and created brand identities for new and existing businesses
- Managed press checks and digital assets to ensure that all deliverables were met in a timely and efficient manner.
- Managed client accounts and relationships, building trust and rapport to foster long-term partnerships.
- Created print and digital ads for a variety of clients, driving traffic and conversions.
- Created email campaigns and award winning animated landing pages
- Directed Junior Designers

Blackboard, Washington DC

Freelance Designer

- Maintain proactive communication with clients and manage multiple projects simultaneously
- Worked with cross-functional teams to develop and execute on-time and on-budget projects and initiatives
- Translated conceptual input into layout designs for white papers, brochures, and conference material

Harvard, Kennedy School of Government, Boston MA

Freelance Designer

- Developed new branding for Kennedy School of Government, bringing in more modern use of type and architectural elements
- Worked with Communications Manager to create compelling digital, print and bus advertising, bringing in more executive students.

SKILLS

InDesign

Photoshop

Firefly

Illustrator

PowerPoint

Figma

Midjourney

Google Slides

Animate

After Effects

Wix

HTML/CSS

Print Design

Branding

Color Theory

Typography

Photography

Communication

Problem solving

Collaboration

Empathy

Creativity

Attention to detail

Flexibility

EDUCATION

Fitchburg State College

Fitchburg, MA

B.S. Degree in Communication Media with concentrations in Graphic Design and Multimedia

Rochester Institute of Technology

Rochester, NY

Art Foundation

BrainStation

UI Design Certificate

