

JENNIFER BARTOLI



732.299.5178



bartoli.jenn@gmail.com



New York, NY



www.jenniferbartoli.com

AREAS OF EXPERTISE

- Graphic Design
- Creative Direction
- Organization
- Project Management
- Publishing
- Client Relationships
- Time Management
- Redesigns
- Brand Identity
- Strategic Communications
- Budgeting
- Problem-solving
- Workflow Analysis and Process Improvement

SUMMARY

- Award-winning designer with extensive experience leading the full cycle of creative visioning, design, layout and project execution
- Inspired by connections with people and ideas, exhibiting an innate talent for reinterpreting, reinventing and innovating to create impactful design
- A design composer with an extraordinary ability to work with the slightest nuances of color, tone and texture to achieve an aligned vision

EXPERIENCE

THE BREARLEY SCHOOL / NEW YORK, NY / 2007–PRESENT

Director of Graphic Design (2016–Present)

Graphic Design and Communications Manager (2011–2016)

Graphic Design and Communications Coordinator (2007–2011)

- Balance all stakeholder communication needs with a known talent for adapting to a multitude of diverse demands and deliverable requests while maintaining brand alignment and juggling complex, deadline-driven projects
- Lead all phases of organization-wide print materials and collaborate on the School's website and digital communications
- Absorb key insights and translate them into on-brand creative strategies, present creative concepts to stakeholders across the organization to confirm alignment on ideas, incorporate feedback and insights and ensure approvals
- Successfully project manage and oversee budgets for all assignments
- Strategically execute photo shoots, conspire with peers on in-house photography and oversee the School's photo archive
- Collaborate across 10+ departments to identify project needs, allocate resources and deliver winning outcomes
- Build and maintain relationships with vendors, photographers and production companies to create and evolve integrated campaigns
- Re-designed the *Bulletin* magazine netting 7 awards from UCDA and CASE

Additional Role

- By invitation, I co-lead a committee of 10 faculty and staff members who collaborate with the Head of School, CFO, and HR to serve as community liaisons to ensure ongoing feedback, transparency, and information flow to continually improve operational efficiency and engage organizational culture.

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TECHNICAL SKILLS

- Adobe Creative Suite
- Google Workspace
- Creative Cloud
- Basic HTML and CSS
- LIBRIS
- Slack

ACHIEVEMENTS

HONORABLE MENTION, UCDA

Cover Design / August 2022

AWARD OF EXCELLENCE, UCDA

Cover Design / July 2021

HONORABLE MENTION, UCDA

Cover Design / July 2020

AWARD OF EXCELLENCE, UCDA

Alumni Publication / July 2018

CIRCLE OF EXCELLENCE

SILVER AWARD, CASE

Individual Photography / June 2018

CIRCLE OF EXCELLENCE

GOLD AWARD, CASE

Cover Design / June 2017

AWARD OF EXCELLENCE, UCDA

Best Redesign / January 2015

AWARD OF EXCELLENCE, UCDA

Best Redesign / July 2014

EDUCATION

BACHELOR OF ARTS

Fine Arts, Minor in Media
Communications and Technology
East Stroudsburg University
1996–2000

EXPERIENCE continued

CHARTER FINANCIAL PUBLISHING NETWORK / SHREWSBURY, NJ / 2001–2007

Art Director (2003–2007)

Assistant Art Director (2001–2003)

- Led the full cycle of creative execution, including layout and production, of key publications: monthly *Financial Advisor* magazine, bimonthly *Dow Jones Indexes* and monthly *RCI* newsletter
- Partner with photographers to envision and produce high-impact visuals
- Added value to sales and revenue growth by creating meaningful, engaging ads for external companies and private advisors to amplify their businesses
- Launched the company's first online newsletter, *FAnews*, resulting in increased readership and additional advertising opportunities
- Re-designed media kits for marketing and sales effectiveness
- Generated the first animated gifs for the company website, expanding internal marketing possibilities
- Improved workflow processes to achieve critical project milestones
- Directly supervised a full-time assistant art director providing partnership, mentorship and support where ever possible

WHAT MAKES ME INTERESTING

OFF THE CUFF

Popcorn Addiction – I've been known to go to the movies just to order popcorn, then leave.

Notebook Collecting – It's really notebook hoarding masked as a collection.

Organizing – Organizing is my oxygen, it helps me exhale.

Plant Mom – I have 14 plants and names for all of them.

List Making – I consider them goals that give me something to work toward.

Puzzles – Slightly obsessed with solving things.