

# Jennifer Burkart Hartog

## Graphic Designer

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## Hello!

I'm a deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Passionate and tech-savvy with 20+ years of professional creative experience in a wide variety of industries and work environments. Detail-oriented team leader focused on utilizing the latest technology and tools resulting in high-quality and effective results. Exploring new creative outlets is my life's passion. Whether producing a shop concept for 20-feet of retail space, designing a logo, or developing the color pallet for my next art project, I am doing what I love.

## WORK HISTORY

### Graphic Designer | 03/2021 - 06/2021

*CJ Publishers, Inc.* - Pinellas Park, Florida

Collaborate with Art Director and Publication Managers as Lead Designer for three quarterly tourism publications. Created digital image files for use in digital and traditional printing methods. Employed design fundamentals when selecting typography, composition, layout, and color in design work.

### Owner/Artist/Instructor | 07/2018 - 05/2020

*J. Burkart Design Studio* - Seminole, Florida

Developed, owned, and operated a creative studio focused on helping children and adults in my community engage their creativity in two ways. First, by offering classes, private parties, and events to teach art and crafts. Second, to provide a venue and marketing opportunities for other local artists and makers to sell their creations.

### Manager of Merchandising & Creative Services | 03/2013 - 05/2015

*OttLite Technologies, Inc.* | Tampa, Florida

Developed high-impact creative projects from concept to completion. Leveraged creative expertise to deliver designs and artwork for packaging, corporate communications, marketing materials, and sales collateral. Ensured brand consistency across 200+ products, maintaining a strong understanding of consumer standards, company policies, and product vision. Photographed high-quality images for various print and digital projects. Digitally edited photos to enhance appearance. Built corporate brand by designing cohesive looks between elements such as logos and letterheads. Created and managed social media and email marketing campaigns.

### Senior Graphic Designer | 09/2010 - 03/2013

*OttLite Technologies, Inc.* | Tampa, Florida

Developed creative design for print and web materials including packaging, corporate communications, and sales/marketing collateral. Created digital image files for use in digital and traditional printing methods. Employed design fundamentals when selecting typography, composition, layout, and color in design work. Photographed product samples for various print and digital projects, then digitally edited and enhanced photos as needed.

### Graphic Designer | 11/2009 - 09/2010

*OttLite Technologies, Inc.* | Tampa, Florida

Created on-brand packaging designs and mock-ups for all products and generated digital image files for use in digital and traditional printing methods. Built corporate brands by designing cohesive looks between elements such as logos and letterheads. Coordinated, created, and scheduled content, designs, and periodic updates to the company website. Image correction and retouching of product photography.

### Art Director/Brand Manager | 01/2008 - 10/2008

*Cherry & Company* - Seminole, Florida

Developed style guides and brand guidelines for internal and external clients. Designed graphics for websites, logos, and promotions for marketing purposes. Created digital image files for use in digital and traditional printing methods. Managed library of design assets. Designed a direct mail postcard awarded a bronze medal at The Admissions Marketing Report's 2008 Admissions Advertising Awards.

### Graphic Designer | 01/2003 - 01/2008

*Arthur Rutenberg Homes* - Largo, Florida

Designed and produced artwork for marketing materials, in-house communications, sales collateral, and company website while ensuring brand consistency. Collaborated to design and produce a full-color quarterly lifestyle magazine. Created digital image files for use in digital and traditional printing methods. Managed photoshoots, enhanced images, and maintained a library of design assets. Spearheaded complete redesign of the company website in 3 months with no prior experience.

## ADDITIONAL GRAPHIC DESIGN EXPERIENCE

*Intertape Polymer Group* - Bradenton, Florida | 09/2000 - 06/2003

*Worldwide Sport Nutrition* - Largo, Florida | 08/1999 - 06/2000

*Precision Systems, Inc.* - Largo, Florida | 02/1999 - 07/1999

*Hillsboro Printing* - Tampa, Florida | 05/1996 - 01/1999

*Town & Country Reprographics* - Concord, New Hampshire | 01/1995 - 03/1996