



Grady Jennings

EXPERIENCE

Marketing Coordinator, Auto-Chlor System (December 2023-present)

- Lead and supported innovative design projects that impacted company brand guidelines: re-introduced and designed historic custom company icons not used since the 1940s; introduced and created motion graphics as part of social media and internal training strategies; introduced gold into color palette; designed company PowerPoint templates.
- Design materials for various outlets while following brand and style guidelines for social media and in-house designs, resulting in a 20% increase in social media interactivity.
- Lead storyboarding process for and created video intro for company's internal Learning Management System (LMS).
- Manage communication between marketing, in-house departments, and sister branches to ensure cohesive visual messaging.
- Oversee production of chemical and product labels for the marketing department.
- Redesigned chemical product brochures to maintain consistency with new brand standards.

Graphic Design Intern, Underscore Games (July 2023-January 2024)

- Spearheaded development of the brand and visual style across all game components, including creating a cohesive color palette and ensuring all artwork adhered to style guidelines.
- Hand-illustrated designs for all playing cards and the game box, integrating multiple visual elements into a unified product.
- Created realistic card and box designs mockups, utilizing prototyping and feedback techniques to visualize final products.
- Designed and animated custom cubicle pattern and collateral for promotional use, enhancing brand identity.
- Produced social media designs to promote game release and engage potential customers/sponsors.
- Collaborated with a diverse team to gather and implement feedback on a variety of component designs to ensure seamless product integration and meet deadlines.

Graphic Design Intern, Doug Carpenter + Associates (DCA) (June 2022-August 2022)

- Illustrated logos, box designs, posters, shirts, promotional materials and a variety of designs for custom products and contributing to a wide range of creative projects, including rebranding local businesses, such as Paradox and Mempops.
- Conducted site visits to research and experience client brand and style, utilizing insight to create prototypes and custom designs that aligned with client needs
- Created mural concepts for City & State, enhancing their brand presence through large-scale artwork.
- Designed a custom beer can for Wiseacre's limited-time Kolsch Ale, which was distributed in November 2022, showcasing strong branding and design skills.

SKILLS

- Adobe suite
 - Illustrator
 - After Effects
 - Photoshop
 - InDesign
 - Dimensions
- Procreate
- MicroSoft Suite
- Motion Graphics
- Infographic Design
- Social Media Design
- Brand Design & Adherence
- Illustration & Painting
- Communication & Feedback
- Creative Problem Solving
- Vendor Management

EDUCATION & TRAINING

Bachelor in Fine Arts
University of Memphis (2023)

Minors in Art History & Web Design
University of Memphis (2023)

