

# Susan Jennings

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Portfolio: [www.susanjennings.com/new](http://www.susanjennings.com/new) • Password: SJ2025work

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## Senior Brand & Packaging Designer

Experienced, conscientious creative thinker in brand development and strategic refreshes for numerous well-known CPG brands.

### Skills:

- Enthusiastic cross-functional **collaboration**
- Independent **problem solving + critical thinking**
- **Concept-to-completion** detail focus
- Passion for clear brand voice and **storytelling**
- Expert user of **Adobe CS and MS Office** products
- Extensive **print production knowledge**

### Professional Overview

#### Designer (freelance), Glenn Davis Group, Remote • 2025

- Developed and refreshed packaging for Banquet, MEGA, P.F. Chang's, and Evol for new innovation concept and development
- Leveraged designs against Brand Guidelines and Distinctive Assets for consistency and strategy
- Art directed photographers and retouchers

#### Designer (freelance), SmashBrand, Remote • 2025

- Created packaging design concepts for brands including Bertolli, Earth Breeze, and Wildpaw pet supplements

#### Senior Designer, Conagra Brands, Chicago IL • 2019-2024

- Developed and refreshed brands including Swiss Miss, Duncan Hines, Gardein, and Evol to innovate and drive growth
- Ensured consistent brand storytelling with visual guardrails for influencers, and Design Feedback Best Practices for Brand teams
- Drove brand voice development participating in look-tone-feel, sound branding, and ideal experience workshops
- Leveraged designs against Brand Guidelines, Distinctive Assets and BeSci best practices for consistency and strategy
- Directed marketing teams and outside agencies to ensure holistic brand experience across social media, web, and eComm

#### Senior Designer (freelance), Bluedog Design, Chicago IL • 2018-2019

- Designed packaging concepts for brands including NatureMade, Fairlife, Vanity Fair, and Simply
- Developed new logo and Corporate Toolkit/Guidelines for Pharmavite (parent company of NatureMade vitamins)
- Concepted activations beyond package, from environmental to point of purchase
- Created interactive Ways of Working document to educate Bluedog employees, ensure enactment of consistent brand values

#### Senior Designer (freelance), Blistex, Oak Brook IL • 2018-2019

- Created comprehensive Brand Guidelines to inform and inspire designers for this leading health and beauty brand
- Developed mood boards for look-tone-feel to help differentiate products and guide design
- Designed animated banners and social media posts to drive viewership on Instagram and Facebook
- Updated blistex.com homepage to present a more competitive and modern brand image

#### Senior Designer / Associate Design Director, Thompson Design Group, San Francisco CA • 2005-2018

- Created original, strategically-focused concepts for brands including Häagen-Dazs, Slim Jim, Blue Diamond, Nestlé, and Purina
- Art directed photographers and illustrators, led and inspired junior designers
- Presented work and new project pitches to clients
- Designed stimulus materials for numerous focus groups
- Collaborated with leadership to brainstorm new products and campaigns to increase consumer engagement

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### *Professional Overview, continued*

#### **Senior Designer, TDC | The Design Company, San Francisco CA • 2003-2005**

- Executed the complete redesign of RadioShack's mobile accessories for modernization and better shoppability
- Created robust packaging guidelines for successful in-house design and production
- Developed concepts and presented to clients for brands including Chicken of the Sea, Wrigley's, McDonald's, and Budweiser
- Workshopped with clients to explore brand values and market positioning as a foundation for design leverage
- Created stimulus for and helped oversee qualitative research studies

#### **Designer, Soohoo Design, San Francisco CA • 2000-2003**

- Developed packaging and displays for PC gaming clients LucasArts and EA
- Created the logo for The Sims, one of the most popular titles in PC gaming history
- Designed and produced displays and standees for numerous Star Wars and Raiders of the Lost Ark game titles
- Collaborated directly with clients and vendors to manage projects

### *Education*

**San Francisco State University • MBA 2010**

**Art Center College of Design, Pasadena • BFA 2000**

### *Professional Development*

**Growth Mindset • Growth Mindset Institute, 2023**

**Design Thinking • eCornell, 2023**

**Storytelling • Domestika, 2022**

**User Experience • Domestika, 2022**

**Critical Thinking • eCornell, 2021**