

Susan Jennings

Elk Grove Village, IL • (415) 810-5366 • susan@susanjennings.com

Senior Designer

Positive, persuasive creative thinker in brand development and strategic refreshes for numerous well-known cpg brands.

Known For:

- Enthusiastic cross-functional collaboration
- Passion for clear brand voice and consistency
- Concept-to-completion focus
- Hands-on design mentoring and art direction
- Continual learning and trendwatching
- BFA and MBA, blending design thinking and critical thinking

Professional Overview

Brand Designer, Conagra Brands, Chicago IL • 2019-2024

- Developed and refreshed brands including Swiss Miss, Duncan Hines, Gardein, and Evol to innovate and drive growth
- Wrote and championed Brand Guidelines, visual guardrails for influencers, and Design Feedback Best Practices for Brand teams
- Actively participated in look-tone-feel, sound branding, and ideal experience workshops to establish consistent brand voice
- Leveraged designs against Brand Guidelines, Distinctive Assets and BeSci best practices
- Collaborated with marketing teams to ensure holistic brand experience across social media, web, and eComm

Senior Designer, Bluedog Design, Chicago IL • 2018-2019

- Designed 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, 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
- Drove viewership on Instagram and Facebook pages with animated banners and posts
- Updated blistex.com homepage to present a more competitive and modern brand image

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
- Directed photographers and illustrators, led and inspired 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

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

- Executed the complete redesign of RadioShack's brand packaging system and built a comprehensive Brand Guidelines manual
- Created design concepts for Bud Light, Chicken of the Sea, Wrigley's, McDonald's, and BNSF Railroad
- Workshopped with clients to explore and define brand values and implement qualitative research studies

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

- Developed and produced PC Game logos, displays, and packaging for gaming clients LucasArts and Electronic Arts (EA)
- Created the logo for The Sims, one of the most popular titles in PC gaming history
- Designed displays and standees for Star Wars and Raiders of the Lost Ark game titles
- Presented to clients and managed vendors, ensuring high-quality production and client satisfaction

Education

San Francisco State University • MBA, 2007

Art Center College of Design • BFA, 1994

Ventura College • AS Graphic Design, 1990

Professional Development

Storytelling • Domestika, 2022

User Experience • Domestika, 2022

Critical Thinking • eCornell, 2021

Design Thinking • eCornell, 2023

Growth Mindset • Growth Mindset Institute, 2023