

jennifer ledbury

Education

Bachelor's of Journalism,
emphasis in magazine design
Minor in German
University of Missouri, 2009

Certificate in Web Design
Noble Desktop, 2017

Program Knowledge

Adobe InDesign, Photoshop,
Illustrator, and Digital Publishing
Suite; K4 and Woodwing;
Digital Fusion; Microsoft Office;
DoubleClick for Publishers;
Sketch; InVision; working
knowledge of HTML and CSS;
JavaScript and jQuery; mobile
and responsive web design.

Activities

ALGA member, ASPCA
Adoption Center Volunteer

Special Skills

Letterpress printing, screen
printing, stationery design,
calligraphy and hand lettering

Languages

German

Art Director | Graphic Designer

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Experience

Freelance Art Director, Brooks Brothers

New York, Ny., May 2016 — Present

Lead creative for the annual magalog; designed the 100+ page book; conceived and art directed still-life shoots; introduced new elements to the existing design; worked closely with marketing team executives to develop content; reviewed proofs and marked up all images for color and retouching; liaised with the printer to ensure a quality and timely outcome; presented the final magalog to the CEO and key executives where it received high praise and lead to a promotion to oversee all catalog design and production.

Freelance Graphic Designer | Art Director

New York, Ny., Nov. 2012 — Present

Freelance graphic designer and art director working with a variety of clients in different mediums, including web design, marketing, editorial design and art direction. Recent clients include Brooks Brothers, the International Culinary Center, Mediaplanet and Niche Media.

Senior Designer, Lucky Magazine

New York, Ny., Mar. 2014 — May 2015

Designed front-of-book pages, fashion stories, select features and select covers under the creative direction of Katia Kuethe, overseen by Condé Nast Artistic Director, Anna Wintour; Collaborated and managed pages' visual direction with editors; Art directed still-life photoshoots; Retouched images, including color correction, background extensions and silos; Contributed to the design of brand collateral for newly formed The Lucky Group, including logo, stationery and package design. Conducted research and compiled a guide for E-commerce photography standards; Participated in daily layout critiques and film editing. Special projects: designed promotional tote bag.

Senior Designer, Niche Media

New York, Ny., Feb. 2012 — Mar. 2014

Directed in-house photo shoots; Designed all pages of the company's newest custom publication; Collaborated with editors and photo department to create page and art concepts; Paginated and closed files for all publications; Developed creative concept and built set used for a cover shoot; Managed several freelancers ensuring quality and timely submissions; Organized and created deadlines for freelancers. Received more on-time submissions than the previous manager; Trained and supervised designer and art interns; Troubleshoot and maintained up-to-date InDesign templates, libraries, and master page items; Developed a guideline packet to educate PR teams on required image standards.

Designer, Niche Media

New York, Ny., Sept. 2010 — Feb. 2012

Created an up-to-date style sheet that improved workflow between the art and copy departments; Supported the production and imaging department with retouching, color correction, and preparing files for print; Trained new art department members; Created and edited an informational handbook distributed company wide; Managed freelance designers and led teams through two sets of department redesigns, including creating, updating and maintaining templates and providing instruction and critique; Maintained and troubleshoot templates for ten titles.