



Jennifer Sterr

Graphic Designer

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jennifersterrportfolio.com



Education

BFA, Graphic Design

University of
Wisconsin-Oshkosh
2001 - 2006

Skills

Design

- Integrated Campaigns
- Brand & Corporate Identity
- Wireframes & Mockups
- Visual Systems & Templates
- Page Layout
- Logo & Ad Design
- Website Design
- Animation & Video
- Photo Retouching
- Print Management

Technical

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Figma
- Microsoft PowerPoint
- Microsoft Word & Excel
- Microsoft 365 Copilot
- Claude / ChatGPT

Professional

- Cross-Functional Collaboration
- Presenting Design Rationale
- Managing Deadlines
- Attention to Detail

Profile

Design leader with 20 years of experience in print, web, and integrated marketing design. Leads creative execution for Crisis Prevention Institute's multichannel campaigns, from wireframes through final assets, while stewarding a mission-driven brand. Skilled in brand identity, campaign systems, video and animation, and partnering with content, project, and build teams to deliver launch-ready work on deadline.

Work Experience

Marketing Lead – Design

Crisis Prevention Institute | 2024 - Present

- Lead design execution for integrated campaigns across email, landing pages, social, presentations, and promotional materials.
- Develop wireframes, mockups, and visual systems that align messaging, design, and user experience.
- Partner with Content Leads, Project Managers, and Build, Web, and Digital teams to deliver launch-ready assets.
- Prepare review decks, present creative, and incorporate leadership feedback to move concurrent projects to approval on schedule.
- Produced animation and video content using Adobe After Effects and Premiere Pro.

Graphic Designer

Crisis Prevention Institute | 2019 - 2024

- Designed print and digital marketing collateral, campaign assets, and internal communications for a mission-driven B2B organization.
- Steward the CPI brand across all touchpoints and help evolve its visual systems, templates, and creative toolkits.

Art Director

Westphal | 2018 - 2019

- Directed creative for marketing and branding projects from concept to final production for various clients and brands.

Art Director

BlueSoho (formerly Quad Creative) | 2006 - 2018

- Led art direction for client branding, collateral, web, and advertising work, owning the creative vision from concept to delivery.
- Created app mockups, icons, and graphics for SmartBlanket and Playbook Cube, helping bring each product's interface and brand to life.
- Directed and assisted on photoshoots for major brands including Caterpillar Footwear, coordinating (styling, composition, shot lists, and talent).
- Managed print production and press checks, ensuring color accuracy and quality across (brochures, packaging, signage, etc.).
- Mentored and gave creative direction to [number] designers and freelancers, maintaining consistent quality across projects.
- Managed concurrent projects for various clients in a fast-paced agency environment.

Graphic Designer

Quad Creative | 2006 - 2014

- Designed corporate collateral such as brochures, flyers, folders to help support internal employee communications and sales support for Quad Graphics, one of the largest printers in North America.
- Designed and laid out a weekly employee newsletter, delivering consistently on a recurring deadline for 24,000 employees.
- Created logos and branding for internal employee events, building visual recognition and participation.
- Produced assets for employee benefits and healthcare programs, translating complex information into clear, accessible designs.
- Managed print production and press checks to ensure quality and accuracy.