

# Janelle Jordan Naab

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A driven and experienced art director; I create valuable design solutions that link business objectives with user goals.

## ▣ CAREER HISTORY

**Assistant Director of Communications** at Goodman Community Center  
Madison, Wisconsin // 8.2017 – Present

Create print and digital design pieces to support program, facility and event promotions and campaigns – from concept through production. Strategize and create marketing campaigns with stakeholders. Lead the design and advertising efforts for the bimonthly *Eastside News* published by the Center. Social media, website and email marketing management.

**Independent Art Director** at Kismet By Design  
2003 – Present

Freelance and contract work including identity design, event campaigns, print and digital communication pieces. Clients include: Madison Children's Museum, Bethel Horizons, Florida Theatre, Democratic Party of WI, Second Harvest and UW-Stout among others.

**Graphic Designer** at Madison Children's Museum  
Madison, Wisconsin // 10.2015 – 12.2016

Designed print, digital, web and video materials for general museum promotion, as well as event marketing campaigns. Collaborated with internal teams & board members to determine project goals and scope of deliverables. Coordinated creative work from inception to delivery.

**Director of Communications** at Bethel Lutheran Church  
Madison, Wisconsin // 2.2013 – 9.2015

Designed and directed in-house print, digital, web and video communication pieces for the organization and supported ministries. Led organization brand redesign, including logo, identity package, print materials, website and signage.

**Senior Art Director** at Scott-McRae Advertising  
Jacksonville, Florida // 2.2004 – 2.2012

Print and web design for retail product/service, corporate, nonprofit and B2B clients. Executed and oversaw projects from concept to press check or digital launch. Devised internal brand of [causetocommunicate.com](http://causetocommunicate.com), a non-profit advertising and public relations division.

**Graphic Designer** at Capital Newspapers, Inc.  
Madison, Wisconsin // 3.2000 – 1.2004

Advertising design for classified major accounts. Devised print campaign for a local Subaru dealership which was positioned as a corporate prototype. Worked with WI Public Television on their annual auction materials. Art directed and designed editorial sections.

## ▣ SKILLS SUMMARY

- ✓ Self-starting autonomous creator with a high level of curiosity
- ✓ Reliable team contributor who values collaboration throughout the creative process
- ✓ Seeker of new approaches while remaining true to proven design techniques
- ✓ Highly proficient in: InDesign, Photoshop, Illustrator, Acrobat, Spark, iMovie, Pages, Keynote, Word, PowerPoint, email marketing tools, Prezi, web CMS applications, basic HTML and CSS

## ▣ EDUCATION

- ✓ UW-Madison Capstone Certificate in User Experience Design
  - In progress: 10 graduate credits
  - Completion date 9.2020
- ✓ B.S.-Liberal Arts, UW-River Falls
  - Marketing Communications major
  - Graphic design focus
  - Study abroad: Wisconsin in Scotland

## ▣ AWARDS

- ✓ Local and regional ADDY awards AAF 4th District
- ✓ American Graphic Design and Advertising 25 logos and trademarks

## ▣ VOLUNTEERISM

- ✓ Co-founder/designer Mind Over Matter (M.O.M.) Inc. [mindovermatter4me.com](http://mindovermatter4me.com) and annual charitable Get It Dunn 5K/Half Marathon [getitdunnrun.com](http://getitdunnrun.com)
- ✓ AIGA Jacksonville member and high school design mentor