



JENNIFER MOFFATT

Experienced Creative
Leader and Art Director

www.designsbyjenmoffatt.com
jenshana@gmail.com

EXPERIENCE

March 2022–Present
Education Development Center

Creative Director & Art Director

(February 2025–Present | March 2022–February 2025)

- Lead strategy, ideation, design, and production for diverse deliverables, including websites, reports, campaigns, and data visualizations. Collaborates with key stakeholders to ensure goals are achieved.
- Drive innovation in visual storytelling across digital, video, and print media, enhancing audience engagement.
- Lead design team in elevating design quality, aligning with rigorous brand standards. Establish frameworks that drive quality control, efficiency, and alignment with organizational objectives.
- Develop and implement creative strategies to showcase the in-house team's expertise and capabilities at every organizational level. Present team contributions to key stakeholders and leadership.
- Measure and track output of projects each year.
- Managed and mentored design staff, refining workflows and elevating design standards.
- Facilitated design review sessions, encouraging cross-team collaboration and innovation.
- Conducts training sessions on essential skills, including design principles, photography, and presentation delivery, to upskill team members.

January 2018–October 2021
Chemonics International

Senior Design Manager, Graphic Design

- Delivered strategic campaign solutions across print, digital, video, and email channels, helping clients exceed objectives
- Supported business development by contributing to proposals and presentations for new funding opportunities
- Managed creative processes in high-volume environment, prioritizing tasks and team workload
- Coordinated projects from concept to completion, collaborating with management, project managers, and clients
- Fostered cross-company and client relationships while providing design and communication skills training
- Maintained brand consistency across creative and marketing materials, ensuring unified visual identity
- Optimized social media campaigns by applying industry best practices and platform-specific design specifications
- Directed meetings, developing agendas, timelines, and budgets to achieve strategic goals
- Served as Acting Director of Communications and Design, providing leadership support

March 2016–December 2017
ACDI/VOCA

Senior Graphic Designer

- Directed visual brand strategy across print and digital assets, ensuring consistency and competitive differentiation
- Created cohesive design language with unified fonts, colors, and style to strengthen brand identity
- Led external brand communication through social media, video, and interactive design channels
- Developed interactive online content like microsites and infographics to support communication campaigns
- Implemented strategic communications to promote projects and increase audience engagement
- Advised business development team on visualizing complex concepts and best design practices

April 2013–February 2016
American Association for Justice

Senior Graphic Designer

- Provided creative direction and production for Association's marketing materials promoting products, services, and membership
- Collaborated with marketing team to develop campaigns meeting sales goals and strategic objectives
- Updated branding guidelines, logos, and visual standards to ensure brand consistency
- Consulted on website redesign, driving development, reorganization, and responsive design
- Created design content across digital platforms including web, email, and social media
- Supervised intern hiring and management
- Coordinated with external vendors, printers, and freelance designers

2009–2013
VC Graphics Design Studio

Art Director and Graphic Designer

- Managed design projects from concept to completion in a fast-paced agency
- Worked one-on-one directly with the client, fostering long-term client relationships
- Managed resources and expenses ensuring work was produced on-time and within budget

TECHNICAL SKILLS

InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Acrobat, Microsoft Office, Figma, WordPress

EDUCATION

University of Maryland, College Park, Bachelor of Arts Degree, 3.6 GPA
Journalism major in Public Relations, minor in Art History
Art and design classes at The George Washington University, Corcoran College of Art and Design,
Montgomery College, Videography training, Management and Leadership Training