



## JENNIFER MOFFATT

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### RELEVANT PROFESSIONAL EXPERIENCE

March 2022–Present

#### **Creative Director, Education Development Center**

- Lead the strategy, ideation, design, and production of a wide array of deliverables, including websites, publications, reports, social media, templates, and decks. Collaborate with key project stakeholders to ensure deliverables align with the organization's mission and ensuring funder's goals are achieved
- Developed advanced methods for communicating complex concepts across digital, video, and print media, making ideas accessible to varied audiences
- Implemented scalable design systems creating reusable components that ensure visual coherence and brand consistency across platforms
- Guide the strategic planning and execution of digital experiences and webpages
- Directed design team to maintain high-quality standards aligned with business objectives and brand guidelines
- Cultivated international network of creative vendors to optimize design workflows and productivity
- Organized cross-team design share sessions to promote collaboration and creativity
- Enhanced team visibility by strategically presenting capabilities, conducting skill-building training, and showcasing expertise across organizational levels
- Tracked annual project outputs and managed design staff through mentorship and art direction

January 2018–October 2021

#### **Senior Design Manager, Graphic Design, Chemonics International**

- 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
- Led team development through clear direction, constructive feedback, and knowledge sharing
- 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
- Managed external vendor relationships for graphic design resources
- Served as Acting Director of Communications and Design, providing leadership support

March 2016–December 2017

**Senior Graphic Designer, ACDI/VOCA**

- 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

**Senior Graphic Designer, American Association for Justice**

- 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

**Art Director, VC Graphics Design Studio, Bethesda, Maryland**

- Managed design projects from concept to completion to effectively communicate client messages through design meeting strict deadlines
- 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

**MEMBERSHIP**

American Institute of Graphic Arts, Supporter member

Mentor for AIGA Shine Mentorship program, 2021 and 2020