



# JENNIFER SAVVY CREATIVE + WORDSMITH FERGUSON

[ THE PROFILE ] I am an artist and a writer, earning my trade as a solo creative expert extraordinaire. My work experience revolves around branding, marketing, and advertising. Interpreting and anticipating client needs quickly is a strength of mine. When creative problem-solving, I use storytelling, sketching, collaborative brainstorming, and an openness to new learning processes.

[ THE OTHER PROFILE ] Soccer. Travel. Whiskey. Historical novels. Lakefront cycling. *Les choses françaises*. Tea. Letterpress. Doodles. Sushi. Vintage posters. Live music. Painting. Old maps. Grammar. Museums. Dying arts. Confections. Black cats.

**DULCIUSDESIGN.COM**

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## **DARK MATTER COFFEE** ART DIRECTOR

Chicago, IL  
2016–2018

Developed and strengthened brand identity while designing packaging, apparel, merch, and event signage/décor. Wrote and edited product copy. Collaborated with artists to prepare original artwork for production. Met with local vendors and industry partners to organize creative branding opportunities.

## **LOYOLA PRESS** MARKETING DESIGN LEAD

Chicago, IL  
2012–2016

Managed junior designer and interns. Cultivated in-house brands. Developed a more efficient department workflow process. Produced annual catalogs, social media, and web graphics. Delivered cover art, illustration, advertising, logos, promotional items, direct mail and exhibit artwork.

## **MCDONALD'S CORPORATE** CONTRACT DESIGNER

Oak Brook, IL  
2012

Supported Creative Services during the worldwide convention, the All-American HS Basketball games, and the London 2012 Olympics. Edited and retouched images. Created style guides, environmental graphics, brochures and email marketing.

## **TGI WORLDWIDE** SENIOR DESIGNER

Chicago, IL  
2011–2012

Provided creative consultation and environmental design for sporting events. Prepared files for production and installation. Created keyline art, illustrations and event décor proposals. Served international organizations such as FIFA and UEFA.

## **CHICAGO FIRE SOCCER** GRAPHIC DESIGNER

Bridgeview, IL  
2006–2009

Built the first in-house creative department. Established brand guidelines. Supplied graphic support for Toyota Park's stadium hospitality and corporate sponsors. Created advertising, marketing and promotional materials. Directed photo shoots.

## **ROEHAMPTON UNIVERSITY**

London, England [UK] 2010

## **MA: CREATIVE/PROFESSIONAL WRITING** [Distinction]

Dissertation: Creative Writing as Therapy

## **ANDERSON UNIVERSITY**

Anderson, Indiana [US] 2005

## **BA: VISUAL COMMUNICATIONS DESIGN**

Minors: French and Writing

### **KNOW-HOW**

- Art Direction
- Wireframing
- Environmental
- Exhibit/décor
- Production
- Keyline art
- Typography
- Photography
- Photo Retouching
- Illustration
- Copywriting
- Copyediting
- Packaging
- Layout

### **TECHNICAL**

- Illustrator CC
- Photoshop CC
- InDesign CC
- Microsoft Office
- Adobe Acrobat
- Social Media
- Web Languages

