

# Jen Grottle

Graphic design, UX/UI design, digital marketing, web design

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she/her

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## Experience

**Alexandria Transit Company (DASH) | Alexandria, VA** – Digital Marketing and Content Designer

November 2022 - Present

*DASH is a mid-sized transit agency which operates a free bus network serving Alexandria, Virginia*

- Developing and executing DASH's social media strategy across platforms to increase engagement and reach
- Conducting a refresh of the DASH brand, including designing new logos, and implementing the redesign across digital and print applications, including bus wraps
- Safeguarding and promoting DASH's brand identity across all digital and print materials
- Project Manager for the DASH Marketing team, helping to plan long-term projects and spearheading interdepartmental collaboration

**Technical Fruit, LLC | Annandale, VA** – Founder, Graphic Designer

March 2020 - Present

- Founded and managed a successful freelance design company
- Designer and project manager for short- to medium-term projects, working remotely and asynchronously
- **YouTube and NPM:** Created the visual identity and supporting visual assets for The Upload, an award-winning podcast developed by NPM for YouTube, which won Best Branded Podcast from PR Daily in 2022: "With only a projected 20K downloads total across the five-episode season, the podcast series outpaced expectations with more than 150K downloads across the trailer and all five episodes, outperforming projections by 650%"
- **USAID:** Designed infographics and layout for USAID's Middle East Regional Platform annual report
- **Amalgamate Dance Studio:** Redesigned the website for Amalgamate, a nonprofit dance studio in New York City, enhancing user experience and engagement

**US Digital Response | Remote** – User Interface Designer

April-November 2022

*Nonpartisan organization connecting governments, public entities, and nonprofits with skilled volunteers*

- Collaborated with the Wisconsin Department of Public Instruction to improve their Internet Discount Finder, which matches eligible Wisconsin residents to low-cost home internet service and discount programs
- Conducted user research, developed user archetypes, reviewed user testing results, and designed the user interface using Figma
- Successfully enhanced user experience and tool accessibility, contributing to a successful launch in July 2023
- "You brought amazing expertise and commitment to the project" - Bill Herman, Wisconsin Department of Public Instruction

**Department of State | US Consulate, Frankfurt, Germany** – Foreign Service Family Reserve Corps  
July 2021 - Present

*Largest U.S. Consular post and one of the largest diplomatic missions in the world, supporting over 100 other diplomatic missions worldwide*

- Managed intranet sites and enabled collaboration using Office 365 suite, including SharePoint
- Oversaw the creation and approval process of Mission policy memos and communications
- Designed visual materials that supported the Management Office
- Planned itineraries for VIP visits within US Mission Germany

**National Public Media | Washington, DC** – Visual Designer  
October 2016 - November 2019

*Exclusive sponsorship representative for National Public Radio (NPR)*

- Developed custom ad placements on NPR's digital platforms, ensuring alignment with client branding and NPR's ethics guidelines
- Created short animated videos in Adobe After Effects to showcase user flows for Brand Soundscapes placements
- Designed the visual identity for NPR's presence at the 2019 RAIN Podcast Summit, including printed materials and digital screen graphics
- Conceptualized and executed several B2B campaigns for NPM Marketing

**Spark44 | Frankfurt, Germany** – Regional Art Director  
December 2014 - June 2016

*Global advertising agency leading the worldwide marketing and communications strategies for Jaguar Land Rover*

- Localized print and digital marketing collateral for European, Middle East, North African, and Asian markets
- Prepared design files for print, including posters, brochures, direct mail, and magazine ads

- Developed concepts for dealership openings, auto shows, and celebrity collaborations
  - Oversaw the print and color quality of materials at printing vendors in France
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## **Education**

**Savannah College of Art and Design (SCAD)** – Bachelor of Fine Arts, Graphic Design  
2010 - 2014

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## **Certifications**

**Google UX Design Professional Certificate** – 2021

**Goethe Institute German B1** – 2024

Intermediate level in speaking, writing, listening, and reading

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## **Skills**

- Graphic Design
  - UX/UI Design
  - Visual Identity Creation
  - User Research
  - Figma
  - Adobe Creative Suite (Photoshop, Illustrator, After Effects)
  - Project Management
  - Digital Marketing
  - Print and Digital Communications
  - Web Design
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## **Interests**

- Ceramics
- Printmaking
- Type Design
- Vector Illustration
- Birding