



Jen Grottle

Graphic design, UX/UI, marketing

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Work & Experience

Technical Fruit, LLC

Founder, Graphic Designer

Annandale, Virginia

March 2020 – Present

Freelance graphic design company

- Managed 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
- **USAID** - Designed the 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

United States Digital Response (USDR)

User Interface Designer

Remote

April 2022 – 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, a tool that matches eligible Wisconsin residents to low-cost home internet service and discount programs, which successfully launched in July 2023
- Conducted user research, developed user archetypes, reviewed user testing results, and designed the visual direction of the tool with Figma
- “You brought amazing expertise and commitment to the project” - Bill Herman, Wisconsin Department of Public Instruction

United States Consulate

Assistant to the Management Officer

Frankfurt, Germany

August 2022 – November 2022

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

- Managed the approval and distribution processes of consulate- and country-wide memos
- Prepared documents for Management Officer's approval
- Supported the Management Officer's schedule by setting up meetings and coordinating with other offices
- Designed visual materials that supported the Management Office
- Collaborated with other offices on event planning and visitor itineraries
- Maintained and updated Sharepoint sites

National Public Media

Visual Designer

Washington, DC

October 2016 – November 2019

Exclusive sponsorship representative for National Public Radio (NPR)

- Developed custom ad placements on NPR's digital platforms using campaign and branding assets from clients
- Ensured all custom ad placements aligned with client branding guidelines 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
- Developed concepts for several B2B campaigns for NPM Marketing

Spark44

Regional Art Director

Frankfurt, Germany

December 2014 – May 2016

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

- Localized print and digital communications for European, Middle East, North African, and Asian markets
- Developed concepts for dealership openings, auto shows, and celebrity collaborations
- Oversaw the print and color quality of materials at print shops in France

Education

Savannah College of Art and Design (SCAD)

Savannah, GA

2010 – 2014

Bachelor of Fine Arts, Graphic Design

Interests

Ceramics, Printmaking, Type Design, Vector Illustration, Birding