



Jen Grottle Technical Fruit, LLC

technicalfruit.com | jen@technicalfruit.com

UX and Graphic Designer with experience in advertising campaign development, front end app design, and web design.

Work & Experience

Owner

Technical Fruit, LLC

Since March 2020

- **USAID** – Layout and info graph design for USAID Middle East Regional Platform’s annual report. Worked remotely from the US with a team based in Frankfurt, Germany.
- **National Public Media** – Designed visual identity for a podcast produced by NPM for YouTube. Worked remotely from Thailand and the US with a team based in Washington, DC.
- **Amalgamate Dance Studio** – Redesigned the website for a nonprofit dance studio. Worked remotely from Thailand with a team based in New York.

Visual Designer

National Public Radio &
National Public Media

October 2016 – November 2019
Washington, DC

- Tailored digital ad placements for clients to fit the standards and custom layouts of NPR’s digital platforms, including their website, mobile apps, and smart speaker apps.
- Worked with a team to develop custom in-house audio sponsorship products for NPR’s digital platforms.
- Designed banners for two B2B ad campaigns
- Developed the visual identity for NPR’s presence at the RAIN Podcast Summit in New York City

Associate Art Director

Jaguar Land Rover

December 2014 – May 2016
Frankfurt am Main, Germany

- Designed localized digital, print, and out of home campaign assets for regional markets in Europe.
- Developed visual concepts and campaigns for European dealerships

Skills & Tools

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe After Effects

Agile/Scrum Workflows
Microsoft Office
Ad Campaign Development
Visual UX Design

HTML/CSS
JavaScript
Vector Drawing & Graphics
Publication Design & Layout

Education

Google Career Certificates

April 2021 – December 2021

Completed the Google UX Design Professional Certificate Course

Savannah College of
Art and Design (SCAD)

September 2010 – May 2014

Received a B.F.A. in Graphic Design