Jen Grottle
Technical Fruit, LLC

technicalfruit.com | jen@technicalfruit.com

I'm a Graphic Designer with experience in user interface design, advertising campaign development, front end app design, and web design.

Work & Experience

Founder
Technical Fruit, LLC

March 2020 – Present
Annandale, Virginia

In 2020, I founded Technical Fruit, LLC to launch my freelance design career. I have worked remotely with teams from Europe and the United States.

• USAID – Designed infographics and edited the layout for USAID Middle East Regional Platforms' 2020 annual report. Worked remotely from the US with a team based in Frankfurt, Germany.

• National Public Media – Designed the visual identity and supporting visual assets for an award-winning podcast developed by NPM for YouTube, The Upload. I used YouTube's brand guidelines as inspiration and iterated on designs based on client feedback. Worked remotely from Thailand and the US with a team based in Washington, DC.

• Amalgamate Dance Studio – Redesigned the website for Amalgamate Dance Studio, a nonprofit dance studio in New York City. Created an analysis of various web building platforms to help the client choose the one that would best suit their needs. Designed visuals for the website that reflected the business' updated brand identity. Worked remotely from Thailand with a team based in New York.

Assistant to the Management Officer
United States Consulate

August 2022 – November 2022
Frankfurt am Main, Germany

The Frankfurt Consulate is the largest U.S. Consular post and one of the largest diplomatic missions in the world. The Consulate supports the American community in Frankfurt, including members of the Armed forces and their families, retirees and business people, and other visitors to Frankfurt. The Frankfurt Consulate supports over 100 other missions worldwide.

• I used my experience in graphic and visual design when developing materials that support the Management Office. This includes presentations, informational graphics for print and digital distribution, and layouts for the itineraries of official visitors to Frankfurt.

• I ensured the visual cohesiveness of all communications sent by the Management Office to the Consulate at large, including notices and memos for digital and print distribution.

Visual Designer
National Public Radio & National Public Media

October 2016 – November 2019
Washington, DC

National Public media is a corporate sponsorship organization, working with brands and agencies to develop campaigns that meet the needs of sponsors while staying true to the objectives of public media. National Public Media is the exclusive sponsorship representative for National Public Radio (NPR). I worked with a team that used agile frameworks to develop new sponsorship products and iterate on existing offerings.

• Used campaign and branding assets from clients to develop custom digital ad placements on NPR's digital platforms

• Helped Sales & Operations teams develop language to communicate to client which assets were needed to design ads

• Iterated on designs in response to client feedback

• Made sure sponsorship designs met the branding guidelines of clients as well at the ethics guidelines of NPR

• Worked with a team including a senior designer, developer, project managers, audio designer, and product owner to develop custom sponsorship products

• Designed visuals for campaign concepts in Adobe Photoshop or Illustrator and handed them over to marketing and sales teams

- Designed the visuals for various digital placements of Brand Soundscapes, National Public Media's custom audio offering
- Created short animated videos in Adobe After Effects to demonstrate the user flow for a variety of custom Brand Soundscapes placements
- Developed the visual identity and designed print and digital assets for NPR's presence at the 2019 RAIN Podcast Summit
- Developed the concept and designed banner ads for NPM Marketing's B2B campaign, which sought to increase awareness of sponsorship opportunities in NPR One

Regional Art Director
Jaguar Land Rover

December 2014 – May 2016
Frankfurt am Main, Germany

As a Regional Art Director, I designed localized digital, print, and out of home campaign assets for various markets in Europe. I worked with senior art directors and copywriters to develop campaign concepts for European clients.

- Tailored print, digital, and out of home campaign assets to local markets
- Reviewed campaign assets from outside vendors to make sure the assets followed the brand guidelines of Jaguar and/or Land Rover
- Worked with copywriters to develop concepts for events such as dealership openings, auto shows, and brand collaborations with celebrities
- Designed layouts in Adobe InDesign for printed brochures, booklets, out of home billboards, and other promotional materials
- Visited local printers in France to review the print and color quality of printed promotional materials
- Designed assets for a premium welcome packet for new Jaguar XJ buyers
- Worked closely with a local media company to create new images for campaign use

Volunteer Work

Visual UI Designer
United States Digital Response (USDR)

April 2022 – November 2022
15 hrs/week

My role with USDR involved working with a team of volunteers and USDR employees on a User Experience project with a state government. I worked remotely from Germany with a team based in several locations in the US.

- Conducted user research and developed user archetypes to assist the team's design decisions
- Connected with the client on a weekly basis to respond to feedback and work out next steps
- Assisted with listening sessions, observing a current user of the tool and finding opportunities and pain points
- Developed two visual directions for the tool, based on the state's existing visual identity
- Ensured all designs met accessibility standards for the web

Knowledge & Skills

Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Adobe After Effects, Adobe XD, Figma, Affinity Designer, Affinity Publisher, Affinity Photo, Microsoft Office Suite, HTML, CSS, Agile workflows, Scrum cycles, User Interface design

Education

Savannah College of Art and Design (SCAD)

September 2010 – May 2014

Received a B.F.A. in Graphic Design