

Jennifer Anderson

COMMUNICATION & INFORMATION DESIGN

CONTACT

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 +1 (206)743-5531

FORMAL EXPERTISE

Graphic Design

Typography

Color Theory

Digital Illustration

Branding

Marketing

Search Engine Optimization (SEO)

Motion Design

Video Editing

Copywriting

Content Creation

TECHNICAL SKILLS

HTML and CSS

Adobe Creative Suite

A.I. (workflows, loras, prompts)

Wordpress

Social Media

Davinci Resolve

SOFT SKILLS

Innovative Problem Solver

Excellent Communication Skills

Detail-oriented

Proactive

Resourceful

PROFILE

- Proven ability to see a project through, initiation to completion.
- Over 20 years of practical and managerial experience in design.
- Expertise in visual language, typography, and color theory.
- Experience in user research and testing at all phases of design.

EDUCATION

Master of Design

Carnegie Mellon University, 2005

Communication Planning and Information Design

Bachelor of Arts

University of California, Los Angeles, 2001

Philosophy, Focus in Aesthetics, Departmental Honors

RELEVANT EXPERIENCE

Affinity Design and 13G Media, LLC 2025-present

Founder and Creative Director. Responsible for setting the company vision, long-term goals, business strategy, and logistics; manages brand identity, website, and marketing.

Bothell Family Cooperative Preschool 2010-12

(Contract) User Experience Designer. Led extensive stakeholder research and collaborated with multiple subcontractors. Capitalized on existing equity to relocate, improve flow, and increase lot five-fold.

U.S.P.S DMM Transformation Project 2003-05

Information Designer. Collaboratively contributed to the new architecture, layout, and overall design of 1000-page procedural manual based on user-centered approach, instigating positive changes in core internal culture.

Treyarch Corp., Activision Subsidiary 2001-03

Interface Designer. Published console game. Menu design, low and high polygon 3D modeling, textures, and animation. Collaborated to make design harmonious with code.

EMA Multimedia 1997-1999

Project Manager. Directed designers in creation of DVD menus, packaging, print ads, posters, and websites. Liaison to vendors and high profile clients such as HBO, MGM, and Warner Bros.