

Jenny Doré

Commercial Graphic Designer Creative Strategist

SUMMARY

I'm a Commercial Graphic Designer and Creative Consultant with proven-to-perform design strategies and over 12 years experience with internationally celebrated names in retail, entertainment, fashion and wellness. I'm obsessed with making brands unforgettable through distinctive visual stories, creating designs that inspire, sell, and get you the results that you're looking for.

PORTFOLIO

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CONTACT

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EDUCATION

BA Hons in Design & Art Direction
Manchester Metropolitan University

Foundation Degree in Graphic Design
University of the Arts London

EXPERIENTIAL SKILLS

- Creative Project Management
- Creative Ideation & Presentation
- Presentation & Pitch Design
- Sales & Marketing Email Design
- UX Digital Wireframe Design for Web
- Brand books & Corporate Identity
- Social Media Advert Design
- Illustrative Infographics

TECH EXPERTISE

- Adobe CC Illustrator
- Adobe CC Photoshop
- Adobe CC InDesign
- Adobe CC Premiere Pro
- M365 Powerpoint
- Figma

EXPERIENCE

Senior Graphic Designer **Asite** April 2023 Ongoing

- Working alongside the CEO and COO to plan and deliver the creative strategy for 2023.
- Designing assets for the executive team inclusive of pitch decks, event & film concepts.
- Supporting the board & key stakeholders' creative vision, helping the company to grow.
- Capturing and visualising data - creating the vision for the future.

Senior Commercial Graphic Designer **REV** Feb 2022 to March 2023

- Created digital marketing assets for Pier 1, Dress Barn & Tuesday Morning.
- Designed sales emails, digital wireframes, social media ads and infographics.
- Improved average click rate by 32%, leading to a 2.8x greater conversion rate.
- Produced brand books & corporate identity upgrades.
- Managed conceptualisation through design, development and pitch.
- Presented the POV to senior stakeholders to gain buy-in on creative strategy.

Design Lead - eLearning **Ku Leuven** Nov 2021 to Feb 2022

- Developed graphics for a data science eLearning course for energy engineers.
- Produced infographics to help students absorb messages in an easy to-digest way.
- Consulted on content development and design ideas.
- Designed interactions and animations to guide and prompt the students.
- Installed media and interactions on eLearning platforms: Docebo and Learnify.

Senior Graphic Designer **Phable** May 2020 to Feb 2022

- Created strong editorial feature designs for high-profile marketing campaigns.
- Liaised with clients to understand their priorities, marketing goals, and budgets.
- Designed and developed UX UI focussed websites and digital products including emails, sales funnels, custom integrations and scheduling software to support the client's aims.
- Coached junior graphic designers to improve their ideation and quality of work.

Commercial Art Director **Bauer Media Group** Dec 2015 to April 2020

- Designed advertorial layouts for Grazia & Cosmopolitan Magazines.
- Directed photoshoot teams to obtain impactful, memorable brand images.
- Embodied brand vibe with innovative content and layout design.
- Managed liaisons between agency and clients on advert designs and placement.
- Commissioned photography, illustrations, and other assets.

Editorial Graphic Designer **Redwood BBDO** Feb 2015 to Nov 2015

- Creative editorial feature design for One Life Magazine and all Land Rover projects.
- Managed creative work from brainstorming to pitching concepts for features.
- Elevated the digital content produced including emails and website wireframes.
- Delivered creative solutions that supported client needs and brand positioning.
- Responsibility for high production output, including repro management.

Senior Graphic Designer **Bauer Media Group** Feb 2010 to Jan 2015

- Designed editorial feature layouts for Zoo & Empire Magazines.
- Presented UX UI wireframes to maximise engagement across digital platforms.
- Submitted post-production image manipulations - retouching and editing.
- Commissioned photography, illustrations, and other assets.
- Guarded magazine brand standards and content design strategies.

Creative Volunteering:

2022: Authored 'A Designer's Guide to Ecopreneurship' - interactive eBook for planet-friendly businesses to advocate for sustainability and discover a unique creative identity.

2021: Partnered with Green-Up-Gambia to create newsletters, posters, and social media templates to aid awareness and fundraising activities for their reforestation work.

2019: Campaigned on social media to raise funds for Gambian kindergarten initiative "Plant & Pencil" - aiming to sustain the school through a market garden & crop product sales.

ACTIVE SINCE 2018: Member of UN Volunteering Scheme to steer graphics and artwork for creative fundraising and awareness-raising campaigns worldwide.

2017: Planned a mural, designed web pages with creative lesson plans for Tomás de Berlanga School on Galápagos Island Santa Cruz to help improve their sponsorship story.

2016: Supervised Art Workshops for Dragon Café disability specialist centre, including the project management of an 'Outsider Art' exhibition, hosted at the Tate Modern.