



JEN KADRAGICH

ART DIRECTOR // CREATIVE STRATEGIST

SAY HELLO!

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EDUCATION

MARYWOOD UNIVERSITY

BFA in Graphic Design

Class of 2015

Magna Cum Laude

STUDIO ARTS COLLEGE INTERNATIONAL (SACI)

Florence, Italy - Spring 2013

SKILLS

Adobe Photoshop,
Illustrator, and InDesign

Knowledge of HTML & CSS

Keynote, Powerpoint,
and Google Slides

Print, web, packaging, event
and social media design

Large-format file prep
and printing experience

Experience directing
designers, photographers,
developers, and fabricators

EXPERIENCE

SUPERVISOR, CREATIVE STRATEGY

ENGINE SHOP // *October 2018 - Present*

Responsible for creative strategy, conceptualing, art direction, and program development for new and existing business. Collaborate across teams to craft impactful experiences and brand moments for key clients, including Bud Light and Three Olives Vodka. In addition to developing and pitching creative concepts, work with account, design, and production teams to bring ideas to life.

ART DIRECTOR

CIVIC ENTERTAINMENT GROUP // *May 2017 - October 2018*

Assisted in and lead the ideation and execution of a variety of multi-dimensional campaigns, primarily for Ford Motor Company, that involve consumer-facing events and experiences, media stunts, and digital content creation. Provided and pitched creative concepts for additional brands such as HBO, NBCUniversal, Starz, and Snapchat.

GRAPHIC DESIGNER

CATCH24 ADVERTISING & DESIGN // *August 2015 - May 2017*

Designed and managed print and digital projects for a wide array of clients, including Lufthansa, the New York Yankees, and KORRES for Sephora. Collaborated with design, account, and development teams in ideation, strategy, art direction, and execution. Provided visual and conceptual solutions, and directed a team of junior designers to ensure deliverables met clients' expectations.

GRAPHIC DESIGN INTERN

PLAZA CONSTRUCTION LLC // *Summer 2014*

Redesigned a series of marketing brochures and booklets intended for potential clients. Designed a custom layout for the East Side Access proposal, presented to the MTA. Produced template systems for future use by Plaza's marketing department.

**References available upon request*