

# JENNIFER WANDERER

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## PROFILE SUMMARY

A dynamic and influential Lead Senior Design expert, adept at problem-solving and navigating tight deadlines effectively. Proven track record in end-to-end processes, respecting and maintaining the integrity of the design process while advocating for creative autonomy. Recognized for excellent communication and team management skills, fostering collaboration, and delivering outstanding results. Visit [jenniferwanderer.com](http://jenniferwanderer.com) for a diverse portfolio showcasing versatility and innovative solutions.

## CORE SKILLS AND COMPETENCIES

- Art Direction & Design Vision
- Creative & Strategic Thinking
- Digital and Web Design
- Problem Solver
- Integrated Marketing
- Graphic Design
- Project & Campaign Management
- Leadership & Influence
- Executive & Creative Collaboration

## PROFESSIONAL EXPERIENCE

**SENIOR GRAPHIC DESIGNER**, Delphix and SustainableIT.org

Sept 2020 - Present

### Highlights

- Pioneering the development of design direction and standards at Delphix and SustainableIT.org, across diverse platforms including landing pages, marketing collateral, social media, and digital projects.
- Taking on a pivotal role in shaping the design vision and process, strengthening the Marketing team's objectives from inception to execution.
- Elevating marketing endeavors and displaying creativity and passion.

### Areas of Proven Performance

- **Design Vision / Creative Direction:** Leading the development of brand visual design systems, sales campaigns, UI/UX wireframes, and other creative elements to maximize impact of storytelling and brand visibility.
- **Innovation:** Initiating and leading innovative endeavors to develop fresh tradeshow design solutions, sales campaigns, and marketing initiatives. Transforming intricate concepts into refined solution diagrams to enhance clarity and streamline communication. Developing Canva templates to uphold brand uniformity and expandability across all marketing materials.
- **Leadership:** Promoting a culture of design excellence as a leader to content marketing teams.
- **Vendor Management:** Securing and overseeing marketing and creative vendors crucial for the success of tradeshows and special events. Showcasing business expertise in negotiating optimal agreements.
- **Project Management:** Advancing progress behind time-sensitive milestones across all marketing deliverables.
- **Executive Communication:** Establishing business-relevant engagement with senior management, successfully building business cases around capital expense and creative vision.
- **Cross-Functional Collaboration:** Demonstrating a broad understanding of brand and business and collaborating with stakeholders at all levels in multiple departments.
- **Budget & Cost Management:** Balancing creative vision with an awareness of cost and budgetary limitations.

**VISUAL DESIGN MANAGER**, RingCentral, Inc.

**Sep 2015 – Feb 2020**

Led design programs for large-scale tradeshows and integrated marketing, showcasing exceptional leadership and design prowess. Recognized for developing and implementing design solutions that elevated RingCentral's brand positioning, earning accolades including the In-House Award for Excellence in 2017 and the Marketing MVP Award in 2015. Led the development of brand visual design systems, sales campaigns, and UI/UX wireframes, fostering a culture of design excellence and innovation within the content marketing teams. Managed vendor relationships, negotiated agreements, and led projects to successful outcomes within budgetary constraints, while effectively communicating with senior management to align creative vision with business objectives.

Notable accomplishments include exceeding performance expectations, attaining 100% of MBO objectives, and showcasing expertise in cross-functional collaboration, project management, and executive communication. Developed a scalable Sketch template that automated a laborious process, enabling designers to utilize it without prior knowledge of Sketch. Additionally, provided training sessions to familiarize designers with the software program.

**SENIOR GRAPHIC DESIGNER**, RingCentral, Inc.

**Jul 2013 – Sep 2015**

At RingCentral, I led brand guideline creation, crafted diverse marketing materials, and enhanced IPO readiness. Also, created cutting-edge tradeshow booth solutions.

**LEAD SENIOR DESIGNER**, CA Technologies

**2009 – 2013**

**LEAD SENIOR DESIGNER**, Wily Technologies (acquired by CA Technologies)

**2006 – 2009**

Art Directed print and digital creative projects for corporate brand marketing while overseeing the Design department. Managed vendors, maintained quality standards, and supervised two contractors. Optimized design impact across tradeshows, partner programs, sales materials, and workshops. Played a key role in re-branding efforts during the integration of Wily Technologies into the CA brand.

**FREELANCE DESIGNER AND ART DIRECTOR**

**2000 – 2024**

**Demonstrated entrepreneurship as an independent designer for clients including (but not limited to):**

Anson Publishing, Bay Area Furniture Bank, Chico Web Design, Clay Creations, Cisco, Cottrell Printing, East Bay SBCA, Exponent, Frugal Meister Nerds, Harvard Business School/Association of Northern California, HuggOPTix, Insureworx, iXP Corporation, The Melita Group, National Formwork, Ninth House Network, PaidPiper, Redbeard Communications, Riverdeep Interactive Learning Ltd., RoadRunner Rifle Rest, Quark Inc., Sextant Inc., SharesPost, Social Fluency, Sugo Entertainment, Spunky Productions, SymbioWare, System2, Taliant Software, Tambourine, Inc., TCO, thefind.com, Thomson Learning Solutions, US Bureau of Reclamation, US Geological Survey, Valen Technologies and WedgeWair.

## FORMAL EDUCATION

Academy of Art University – **Bachelor of Arts, Animation and Special Effects**  
The Art Institute of Colorado – **Associate of Arts, Design and Visual Communications**

## TECHNICAL | DESIGN SKILLS

Adobe Suite (Adobe XD, Illustrator, InDesign, Photoshop, Lightroom) | Canva Templates  
Sketch | Figma | MS Office (Word, PowerPoint, Excel) | G Suite | Wireframing | Visual Design  
Desktop / Mobile User Interface | Digital Design

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