

# Jen Hiatt

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## ART DIRECTOR • GRAPHIC DESIGNER • MARKETING & COMMUNICATIONS

### PROFESSIONAL SUMMARY

My professional experience includes a variety of roles in marketing, communication and media sectors, most notably brand manager, art director and project coordinator for the City of Orlando's Office of Communications and Neighborhood Relations, one of the departments that reports directly to the Office of the Mayor. I am charged daily with the management of print, video and web projects that require a deadline-oriented approach and consistency with visual branding. Given such experience, I hold knowledge in the areas of art/illustration direction, print design, multimedia production, copywriting and online editing.

### QUALIFICATIONS

- Ability to develop and manage branding
- Ability to art direct and manage projects
- Ability to lead creative brainstorming
- Ability to provide innovative solutions
- Ability to produce graphics/design presentations
- Ability to conceptualize and design websites
- Ability to write and edit copy for print and Web
- Multiple award-winning graphic designer

### SKILLS

Marketing/Brand Development



Creative Leadership



Adobe Illustrator CC



Adobe InDesign CC



Adobe PhotoShop CC



HTML/CSS



**REFERENCES AVAILABLE  
UPON REQUEST.**

### PROFESSIONAL EXPERIENCE

#### Graphics Supervisor, City of Orlando, Orlando, Florida

June 2013 – present

Includes managing a team of designers while acting as brand manager, art director and project coordinator for the City of Orlando's Office of Communications & Neighborhood Relations. Daily responsibilities include developing overarching vision for the City's brand and marketing initiatives and designing marketing collateral for the City's initiatives, programs and events while coordinating with City departments, including the Office of the Mayor, on marketing initiatives and brand development. Also assists with digital branding, including website conception and design.

- Manages and prioritizes an average of 150 design jobs a month while managing 6-person staff
- Oversees annual Graphics team budget of \$15,000
- Leads creative brainstorming, oversees projects from concept creation to final design
- Consistently stays on time and on budget for all projects
- Implemented a new project management software
- Implemented new processes for interactive media, most notably epub/mobi digital formats, interactive PDFs and interactive maps

#### Graphic Designer, Tampa Bay Times, St. Petersburg, Florida

August 2006 – June 2013

Included graphic design and art direction in both news and project format for Florida's largest newspaper.

- Daily responsibilities included producing design presentations against strict deadlines for newspaper print editions while adhering to style and branding, in addition to leading news editorial meetings, developing independent news judgment and collaborating with others

#### Multimedia Producer/Online Editor, tampabay.com, St. Petersburg, Florida

May 2008 – June 2013

Included multimedia content production, as well as updating and assisting with daily maintenance of tampabay.com, the website for Florida's largest newspaper, the Tampa Bay Times

### EDUCATION

#### Masters, Mass Communications

University of South Florida, Tampa, Florida

Course training in SEO, web marketing, website development as well as strategic communication, brand management and media management

#### Bachelor of Arts, Journalism

Indiana University, Bloomington, Indiana

Course training in editorial writing, graphic design, copy editing and media practices

### RECENT AWARDS

#### 2015 City-County Communications & Marketing Association Awards

Savvy Award, TV & Video, Promotion Video: Discover Your Urban ECHL Commercials

Silver Circle, Graphic Design – Publication: Live.Work.Play

Silver Circle, Social Media, General: Best of DTO Photo Contest

Award of Excellence, Printed Publications – Catalogs/Guides: Downtown Orlando Information Guide