

Jenny J Taylor

Communication Design + Brand Strategy Leader

The heart of my work lives in helping innovate the design and visual language of brands to move businesses and social causes forward. With over 15 years of experience in managing brand identity and visual design, my inspiration is rooted in thoughtfulness, passion, and functionality. Through this work, I have demonstrated excellence in delivering strategic branding projects curated through hundreds of diverse client interactions focusing on campaign design, art direction, brand management, and team supervision.

AREAS OF EXPERTISE

Brand Strategy	Solution Based Design	Print Design	Photography
Brand Guidelines	Art + Creative Direction	Digital Design	Video Editing
Project Management	Community Building	Web Design	Typography
Efficiency Improvement	Visual Design	Environment Design	DEI Programs

KEY ACCOMPLISHMENTS

- Managed concurrent client projects and consulted with leadership teams to deliver art direction and brand strategy that exceeded expectations while staying on time and budget.
 - Established brand structure and standardized production procedures to ensure consistency and improve efficiency.
 - Received 360-degree feedback about successfully prioritizing empathy and thoughtfulness when managing clients and teams.
 - Founded La Plata Electric Association's (LPEA) first Diversity, Equity, and Inclusion (DEI) Committee and created employee resource groups to implement DEI strategies.
 - Mentored by minimalist Italian designer, Massimo Vignelli.
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SELECT SKILLS

Communication Strategy + Brand Development

- Designed and branded an effective communication strategy for LPEA to inform members of a rate increase resulting 0% negative member feedback.
- Supported leadership teams in developing brand strategies and creating a positive impact for a member-owned co-ops and non-profits.
- Created design guidelines and materials for global brands to drive brand recognition, consistency, and efficacy.
- Experience in hiring, team building, work plans, and project planning.
- Served as a brand advocate for internal and external campaigns and community events.
- Managed website content and design, social media design, created award submissions, and planned industry events to boost brand awareness.

Design + Visual Communication

- Brought the essence of the environment into the brand through photography and immersive film production.
- Designed materials for interviews, competitions, and new business development, including 300-plus page books, and contributed to elevating five architects to Fellow of the American Institute of Architects (AIA).
- Managed website content and design, social media, and other digital assets.
- Worked as a contracted brand designer for several design agencies creating compelling logo designs, brand guidelines, and digital/print materials.

Leadership + Collaboration

- Led teams to deliver on-brand communications strategies to better connect with the members at the member-owned co-op.
- Conducted in-person interviews as the research assistant for Katherine McCoy for her book on the International Design Conference in Aspen. Interviewees included Milton Glaser, Ivan Chermayeff, Massimo Vignelli, Ralph Caplan, Bob Bonnel, and Ric Grefe.
- Key clients included Volunteers of America, Finish Line, Nationwide Insurance, Durango Hot Springs, Southwest La Plata Library District, Knoll Furniture, Steelcase, Case Logic, Thule, Miller Heiman, Northern Michigan University, Pearl iZumi, The Little Nell, Farmers Business Bureau, and Forum Investment Group.
- Agencies included Brand Savvy, Genesis, Inc., Elements Interiors, and Joyful Agency.

PROFESSIONAL EXPERIENCE

Karyn Gabaldon Fine Arts • Creative Curator
Durango, Colorado | June 2023 – Present

Jenny J Taylor Design, LLC • Visual Communication + Brand Strategy
Durango, Colorado | June 2019 – Present

La Plata Electric Association, Inc. • Creative Director + Communications Manager
Durango, Colorado | May 2020 – June 2023

Fentress Architects • Creative Director
Denver, Colorado | September 2016 – June 2019

Rich Black Creative • Contract Art Director + Visual Communication Designer
Denver, Colorado | September 2011 – September 2016

Tosch & Associates • Lead Graphic Designer
Durango, Colorado | May 2007 – September 2011

Signature Health Systems • Graphic Designer + Department Manager
Durango, Colorado | June 2004 – May 2007

COMMUNITY INVOLVEMENT

**Colorado Business Committee For The Arts (CBCA)
MarComms Committee + Equity Committee** | 2023 – Present

Alliance of Therapy Dogs • Therapy Dog Volunteer | 2020 – Present

High Ground Design Conference • Associate + Former Event Manager | 2014 – Present

One Club for Creativity • Event Volunteer + Former Event Designer | 2013 – Present

Volunteers of America • Broad Member + Graphic Designer | 2006 – 2020

**AIGA, The Professional Association for Design
Colorado Board Member + Speaker Series Chair** | 2015 – 2017

AWARDS

RE Magazine Photo Challenge Winner | 2020, 2021, 2022, 2023

AIGA Colorado Titanic Force Award | 2017

AIGA Colorado Robert Taylor Finalist | 2015

David W. Bozeman Memorial Portfolio Award | 2014

EDUCATION

AIGA • Leading Innovation Certificate | Virtual | 2022

NRECA • Electric System + Electric Co-op Fundamentals | Virtual | 2021

HarvardX • The Architectural Imagination Certificate | Virtual | 2017

Rocky Mountain College of Art + Design • BFA in Communication Design
Denver, Colorado | 2014

Rochester Institute of Technology • Massimo Vignelli Master Designer Workshop
Rochester, New York | 2013

Fort Lewis College • Associates Business Art Management + Graphic Design
Durango, Colorado | 2006