

# Jenny J Taylor

Visual Communication + Brand Strategy Leader

**The heart of my work lives in helping innovate the design and visual language of brands to move 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. I also developed and ran a creative consultancy, working with companies spanning industries from local non-profits to global firms.**

## KEY ACCOMPLISHMENTS

- Mentored by minimalist Italian designer, Massimo Vignelli.
- Awarded the 2017 AIGA Colorado Tectonic Force Award.
- 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.
- Designed and branded an effective communication strategy for LPEA to inform members of a rate increase resulting in little negative member feedback.

## 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

## PROFESSIONAL EXPERIENCE

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

- Supported the VP of Member Experience in developing the brand strategy and creating a positive impact for LPEA's member-owned co-op.
- Led a team of four to deliver on-brand communications strategies to better connect with the members.
- Created brand guidelines and materials to drive brand recognition, consistency, and efficacy.
- Supported hiring, annual communications, work plans, and project planning.
- Served as brand advocate for internal and external campaigns, and community events.
- Brought the essence of the environment into the brand through photography and immersive film production.

### **Jenny J Taylor Design, LLC • Visual Communication + Brand Strategy**

Denver, Colorado | June 2019 – May 2020

- Worked remotely while traveling the country in a camper, creating brands and visual designs for start-ups, non-profits, and B2C businesses.
- Supported marketing teams by providing visual communication, advertising collateral, and creating marketing materials for print and digital media, while also providing ongoing art direction.
- Worked with employees and board members to revamp event branding for fundraisers.
- Facilitated strategy development, project management, estimating, and budgeting.
- Created environmental graphics to enhance brand presence through unique content.
- Key clients included Volunteers of America, Finish Line, Nationwide Insurance, and the Southwest La Plata Library District.

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## PROFESSIONAL EXPERIENCE (CONTINUED)

### **Fentress Architects • Lead Graphic Designer**

Denver, Colorado | September 2016 – June 2019

- Worked on art direction, brand management, strategy, and design implementation, as well as supported new business development.
- Project supervision and execution of design projects with architects and industry partners.
- Created materials for interviews and design competitions, which included several 300-plus page book designs.
- Managed the website content and design, social media design, created award submissions, and planned industry events to boost brand awareness.

### **Rich Black Creative • Contract Visual Communication Designer**

Denver, Colorado | September 2011 – September 2016

- Worked as a contracted brand designer for several design agencies creating compelling logo designs, brand guidelines, and digital/print materials.
- 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.
- Agencies included Brand Savvy, Genesis, Inc., and Elements Interiors.
- Key clients included Knoll Furniture, Steelcase, Case Logic, Thule, Miller Heiman, Northern Michigan University, Pearl iZumi, The Little Nell, Farmers Business Bureau, and Forum Investment Group.

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## EARLIER POSITIONS

### **Tosch & Associates • Lead Graphic Designer**

Durango, Colorado | May 2007 – September 2011

### **Signature Health Systems • Graphic Designer + Department Manager**

Durango, Colorado | June 2004 – May 2007

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## VOLUNTEERING

### **Colorado Business Committee For The Arts (CBCA)**

**MarComms Committee + Equity Committee** | 2023 – Present

Offering guidance in planning, implementing, and setting goals to advance the organization's mission and support the growth of the arts sector in Colorado.

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

Planned, managed, and executed a four-day invitation-only event of 40 highly accomplished, handpicked guests bringing a variety of design disciplines together to have conversations that happen in the “in-betweens” at a traditional design conference.

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

Served on the Southwest Colorado branch as the youngest board member. Planned fundraising events, designed communication for community awareness and outreach as well as strategy and planning. After leaving the board, I continued to volunteer my design time.

### **AIGA, The Professional Association for Design**

**Colorado Board Member + Speaker Series Chair** | 2015 – 2017

Hosted over ten speaker events where presenters gave workshops, mentoring, and lectures to the Denver design community. Presenters included Kit Hinrichs, Louise Sandhaus, Lucille Tenazas, Steff Geissbuhler, and Dan Makoski.

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## EDUCATION

### **Rocky Mountain College of Art + Design • BFA in Communication Design**

Denver, Colorado | 2014

Summa Cum Laude • Awarded the David W. Bozeman Memorial Scholarship • Selected for Massimo Vignelli Master Designer Workshop • AIGA Robert Taylor Scholarship Finalist

### **Fort Lewis College • Associates Business Art Management + Graphic Design**

Durango, Colorado | 2006