

JENNIFER TIGHE

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WORK EXPERIENCE

Friedman's Home Improvement

Graphic Designer II

Petaluma, California
November 2022 – Present

- Lead the creative strategy, vision, and execution for all print, digital, social, and web marketing for a multi-location home improvement retailer.
- Design and manage end-to-end promotional campaigns that drive sales, traffic, and engagement.
- Collaborate with, mentor, and manage interdisciplinary teams of creatives, brand strategists, developers, and merchants to produce projects to spec and on deadline.
- Supervise and mentor a junior designer while ensuring brand consistency and timely delivery.
- Oversee multi-channel creative production, including social, web, email (20K+ subscribers), signage, motion graphics, and presentations.
- Deliver high-impact initiatives, including weekly print campaigns (50K+ households), website updates, Friedman's e-commerce launch in 2025, and 80th anniversary milestone campaign in 2026.
- Develop daily design project workflow solutions and establish standards of practice for efficient asset archiving and access for repeat project needs and reedits.

Meyer Corporation

Senior Graphic Designer

Vallejo, California
October 2020 – October 2022

- Translated creative briefs into impactful, on-brand digital and print assets for 12 national kitchenware brands, such as KitchenAid, Rachael Ray, and Hestan.
- Designed animated social media content and customer-facing email campaigns to support weekly e-commerce promotions and drive traffic.
- Developed engaging web infographics for major retailers, such as Amazon, Walmart, and Macy's, to enhance product pages and boost conversions.
- Managed opening-day operations for Meyer's annual outlet sale, contributing to \$112K+ in sales and 12% YoY growth.

Meyer Corporation

Graphic Designer (Promoted October 2020)

Vallejo, California
May 2017 – October 2020

- Converted business insights into creative strategies, driving a 34% YoY sales increase in 2020.
- Spearheaded website rebrands for Anolon, Farberware, Rachael Ray, and Circulon, including web graphics and landing pages.
- Produced brand catalogs, in-store signage, brochures, and retail displays supporting new launches and promotions.

Nuvolum · *Graphic Designer* · San Francisco, California · July 2016 – December 2016

Multi-Color Corporation · *Graphics/Prepress Technician* · Napa, California · July 2013 – June 2016

Sacramento Press · *Graphic Designer* · Sacramento, California · May 2012 – December 2014

SUN Entertainment · *Graphic Design/Advertising Manager* · Flagstaff, Arizona · April 2011 – May 2013

Phoenix Art Museum · *Graphic Design Intern* · Phoenix, Arizona · June 2011 – August 2011

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EDUCATION

Northern Arizona University

Graduated Summa Cum Laude, GPA 3.95

Bachelor of Fine Arts – Visual Communication, Dual Emphasis in Graphic Design & Interactive Design

Flagstaff, Arizona

August 2009 – May 2013

CURRENT ORGANIZATIONS & VOLUNTEER WORK

Friedman’s Home Improvement · *Fun Committee & Safety Squad Member* · January 2024 – Present

Russian River Fly Fishers · *Volunteer, Mentor, & Monthly Newsletter Writer* · June 2024 – Present

NorCal Women on the Fly · *North Bay Area Regional Ambassador* · April 2025 – Present

CURRENT CERTIFICATIONS

American Red Cross · *Adult First Aid, CPR, & AED Certified* · November 2025 – Present

TECHNICAL SKILLS

Design Software

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat)
- Figma / Sketch / XD / Dreamweaver
- After Effects / Animate / Premiere Pro
- AI design tools (Canva, Midjourney, Firefly, Gemini, ChatGPT, Claude, etc.)

Print & Production

- Print production & prepress
- Packaging & dieline setup
- Color management (CMYK, Pantone)
- Typography & layout
- Photo editing & retouching
- File management & asset organization

Digital & Web

- Web graphics & UI/UX design
- HTML / CSS
- Motion graphics & animation
- Social media asset creation

Branding & Strategy

- Brand identity development
- Style guide creation
- Art direction

Other

- Microsoft Word / Excel / PowerPoint
- Task management platforms