



Jennifer Tighe

www.jennytighe.design

11 Gothic Dr, Novato, CA 94947 · (415) 855-5761 · jmt295@nau.edu

Friedman's Home
Improvement
Petaluma, CA

Graphic Designer II · 11/22 - Present

- Deliver visually-appealing print, web, and digital designs that align with strategic goals for a local home improvement store with four locations in the North Bay.
- Lead the design for all brand collateral, customer-facing promotions, and in-store signage.
- Manage all design projects from concept to completion and ensure jr. designer maintains brand consistency, meets deadlines, and exceeds strategic sales goals.
- Oversee the design of all social media assets, digital web banners and billboards, and D2C email newsletters to over 14,000 subscribers to drive sales and store traffic.
- Produce weekly print collateral for all in-store promotions, including catalogs, newspaper ads, and direct-mail postcards reaching over 20,000 households.

Meyer Corporation
Vallejo, CA

Senior Graphic Designer · Promoted 10/20 - 10/22

- Processed strategic direction and creative briefs from internal clients to create impactful, on-brand digital and print design solutions for 12 national kitchenware brands, including Farberware, Rachael Ray, Ayesha Curry, KitchenAid, and Hestan.
- Designed animated social media assets and D2C email newsletters to support weekly e-commerce promotions and drive consumers to our brand websites.
- Created innovative web infographics displayed on retailer PDPs for Amazon, Walmart, and Macy's that engage consumers and encourage conversions.
- Interviewed, onboarded, and trained new designers; reviewed the work of jr. designers.
- Managed Meyer's annual Outlet Sale store on opening day in Dec. 2021, contributing to \$112,876 in daily sales and a 12% YOY increase in sales on opening day.

Graphic Designer · 5/17 - 10/20

- Translated business insights into creative ideas that exceeded the goals of the sales team, contributing to a 34% YOY increase in company-wide sales in 2020.
- Spearheaded the website rebrand projects for Anolon.com, Farberware.com, RachaelRay.com, and Circulon.com with web graphics and landing page designs.
- Produced annual brand catalogs, in-store signage, brochures, and retail endcap displays to support new brand launches and promotions.

Nuvolum
San Francisco, CA

Graphic Designer · 7/16 - 12/16

- Conceptualized and designed new logo concepts for client rebrands in healthcare.
- Collaborated with designers on brand development; presented logo concept to clients.
- Ensured brand consistency by redesigning all website and social media assets, corporate identity materials, patient forms, and various print materials for client practices.

Previous Positions Held

Graphics/Prepress Technician · Multi-Color Corporation, Sonoma, CA · 7/13 - 6/16

Graphic Designer · Sacramento Press, Sacramento, CA · 5/12 - 12/14

Graphic Design/Advertising Manager · SUN Entertainment, Flagstaff, AZ · 4/11 - 5/13

Graphic Design Intern · Phoenix Art Museum, Phoenix, AZ · 6/11 - 8/11



Jennifer Tighe

www.jennytighe.design

11 Gothic Dr, Novato, CA 94947 · (415) 855-5761 · jmt295@nau.edu

EDUCATION

BFA in Visual Communication, Dual emphasis in Graphic Design & Interactive Design

Northern Arizona University · Flagstaff, AZ · Graduated Summa Cum Laude with a 4.0 GPA

Horizon High School

Scottsdale, AZ · Graduated with honors

AWARDS

Employee of the Month Award · 11/21 and 07/18 · Meyer Corporation

Department of the Quarter Award · Marketing · Q1/21 · Meyer Corporation

Distinguished Senior Award · NAU Visual Communication Program

ORGANIZATIONS

Member of AIGA · SF Chapter · 9/11 - Present

Cultural Ambassador, Culture Committee · 3/20 - 12/21 · Meyer Corporation

Peer Mentor, Peer-To-Peer Mentoring Program · 5/19 -11/19 · Meyer Corporation

Safety Committee Representative · 3/18 - 3/19 · Meyer Corporation

Member of the National Society of Collegiate Scholars, NAU Chapter · 8/09 - 5/13

CERTIFICATIONS & TRAINING

Diversity & Inclusion Training · Completed 10/20 · Meyer Corporation

Supervisor Leadership Training 7-Week Course · Completed 6/19 · Meyer Corporation

Adult First Aid/CPR/AED Certification · Completed 3/18 · American Red Cross

HP Indigo Front End Tools: HP SmartStream Labels & Packaging Tools Powered by Esko,
Hewlett-Packard · Completed 12/13

VOLUNTEER

Volunteer Dog Walker, Humane Society of the North Bay · Vallejo, CA · 8/19 - 3/20

PORTFOLIO OF WORK

Please take a moment to view my recent design work at: jennytighe.design