

# Jenna Shay

Versatile designer proficient in various disciplines with a background in community outreach and engagement.

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## Contact

Portfolio [jennashay.com/portfolio](http://jennashay.com/portfolio)  
E-mail [work@jennashay.com](mailto:work@jennashay.com)

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## Education

2023 **Book Design Course**  
*Letterform Archive*  
*San Francisco, California*

2017 **M.F.A. Visual Communication Design**  
Cum Laude  
*Rochester Institute of Technology*  
*Rochester, New York*

2010 **B.A. Art History**  
Cum Laude  
Minors: German, Fine Art  
*Nazareth College*  
*Rochester, New York*

2007 **German Language and Visual Culture**  
*Studienforum Berlin*  
*Berlin, Germany*

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## Tools

Software Adobe Creative Suite  
Mac OS  
Microsoft 365  
Google Workspace  
Klaviyo

Languages English (Native)  
Spanish, French, German

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## Experience

June 2017– Present **Graphic Designer**  
*Freelancer, SF Bay Area*  
Engaged in contract work for Jack Morton in San Francisco as well as various corporate and civic institutions. Specialized in crafting infographics, catalogs, books, marketing collateral, and presentations.

April 2022– April 2023 **Graphic Designer**  
*Timbuk2, San Francisco*  
Conceptualized campaigns across diverse mediums including print and digital catalogs, mockups, hang tags, packaging, store signage, tradeshow booths, web design, and social media and email marketing assets. As the sole wholesale team designer, orchestrated strategic marketing initiatives that led to record-breaking corporate gifting sales.

Aug 2015 – June 2017 **Designer and Assitant**  
*Vignelli Archive, Rochester, New York*  
Produced designs aligned with the ethos of Massimo and Lella Vignelli for this non-profit organization. Supported the director with tasks such as note-taking, event hosting, and bibliography compilation.

2013 **Contracted Education Curator**  
*Memorial Art Gallery, Rochester, New York*  
Contributed to exhibition research, authored wall labels, organized events, conducted tours, and developed an exhibition companion app for a school tour program.

2012 **Store Clerk**  
*Historic Houseparts, Rochester, New York*  
Managed in-store inventory, fulfilled online orders by retrieving and preparing items for shipping. Proficient in POS system operation.