

Jen Reynolds

senior designer • brand systems
layout guru • paper fanatic

Steadfast Design Firm // Remote

Senior Designer • Feb 2022–Sep 2026

Web & Graphic Designer • Oct 2020–Feb 2022

- + Developed & brought brands to life across print, web, packaging, presentations & tradeshow environments, including work across Q'Apel Medical's product lines and Wooten's brand refresh & website.
- + Designed sales aids & regulated collateral, wrangling complex product & clinical content into clear, easy-to-navigate layouts.
- + Designed presentation systems in Figma, then built flexible PowerPoint templates that non-designers could use & maintain.
- + Led an InDesign lunch & learn on smarter file setup, reusable styles & production workflows for building, revising & handing off complex projects more efficiently.

Independent Design Practice // Taylors, SC

Designer & Co-Owner, ASR Enterprises • Jan 2020–Present

Freelance Graphic Designer • May 2008–Dec 2019

- + Work directly with clients from initial ask through final delivery, helping shape the right solution along the way.
- + Design brand identities, print collateral, packaging, event materials & websites for small businesses, nonprofits & private clients.

The Brand Leader // Greenville, SC

Art Director • Dec 2016–Oct 2020

Graphic Designer • Oct 2014–Dec 2016

- + Art directed & designed across multiple media; reviewed work for 3+ designers & freelancers while continuing to own projects from concept through production.
- + Developed brand identities & publication systems, letting content shape the visual concept and building styles for books & recurring issues.
- + Worked closely with printers & specialty vendors to find the best production solution for each project, determining paper, materials, finishing, construction & cost.
- + Researched & implemented a digital brand hub that made it easier for clients to access & use their guidelines, specifications & assets, then trained the design team to build & maintain it.

Bob Jones University // Greenville, SC

Graphic Designer • Aug 2011–Oct 2014

- + Designed across print, web, environmental, retail & event projects, often owning the work from initial concept through final execution.
- + Designed publications, catalogs, handbooks & other long-form pieces, using InDesign styles & structured files to keep complex content organized & consistent.

Herring Consulting // Remote

Web Designer • Aug 2010–May 2011

- + Designed websites, working directly with clients to define goals & develop the visual direction.
 - + Worked with an offshore development team through handoff, build & review to carry approved designs through launch.
-

EDUCATION

Bob Jones University

Bachelor of Science, Graphic Design • English Minor

May 2010 • *cum laude*

RECOGNITION

American Inhouse Design Award

Graphic Design USA • 2014 • Bob Jones University 2014 Viewbook

1st Place • Front Page Layout and Design

South Carolina Press Association Collegiate Contest • 2010 • Collegian

1st Place • Specialty Page Layout and Design

South Carolina Press Association Collegiate Contest • 2010 • Collegian

2nd Place • Illustration or Informational Graphic

South Carolina Press Association Collegiate Contest • 2008 • Collegian

3rd Place • Specialty Page Layout and Design

South Carolina Press Association Collegiate Contest • 2008 • Collegian

TOOLS

Adobe Creative Suite • Figma • Microsoft PowerPoint
