

JENNY KRAFT

JENNYKRAFT.COM
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I have 15+ years of experience in graphic design and creative direction. I'm efficient, deadline-oriented and work well with others. My strengths are: Creativity, Organization, Adaptability, Sense of Humor and Communication.

LOCAL 829 UNITED SCENIC ARTISTS

Graphic Designer

June 2018 - Present • NY

- Marvel's Daredevil: Born Again S1+2 - TV Series • Lead Graphic Designer S1, Add'l S2 • Dec 2023-June 2025 • Disney+ • PD Michael Shaw, AD Doug Huszti, AD Jan Jericho
- Song Sung Blue - Movie • Lead Graphic Designer • Sept-Nov 2024 • Focus Features • PD Clay Griffith, AD Angela Stauffer
- Sirens - Miniseries • Additional Graphic Designer • July-Aug 2024 • Netflix • PD John Paino, AD Jordan Jacobs
- Mr. Nelson Project - Movie • Lead Graphic Designer • April-May 2025 • Independent • PD Josh Petersen, AD Sam Wegner
- Motor City - Movie • Lead Graphic Designer • Aug 2024 • Independent • PD Mayne Burke, AD Rick Dennis
- Life & Beth S1 & 2 - TV Series • Lead Graphic Designer • April 2021-April 2023 • Hulu • PD Josh Petersen, AD Sam Wegner
- Bupkis S1 - TV Series • Lead Graphic Designer • Aug-Dec 2022 2023 • Peacock • PD Josh Petersen, AD Sam Wegner
- Everything's Trash S1 - Lead Graphic Designer • March-July 2022 • Hulu • PD Josh Petersen, AD Sam Wegner
- Run the World S2 - TV Series - Lead Graphic Designer: Prep Only • Feb-March 2022 • Starz • PD Michael Fitzgerald
- Mr. Harrigan's Phone - Movie • Lead Graphic Designer • Sept-Dec 2021 • Netflix • PD Michael Corenblith, AD Jenne Lee
- Manifest S3 - TV Series • Lead Graphic Designer • August 2020-April 2021 • NBC Universal • PD Sam Froeschle, AD Emily Kollars
- Love Life S1 - TV Show • Reshoots Ep 10 • Lead Graphic Designer • March 2020 • HBO • AD Sam Froeschle
- Marry Me - Motion Picture • Lead Graphic Designer • Sept-Nov 2019 • Universal • PD Jane Musky, AD Charley Beale
- The Plot Against America - Mini Series • 2nd Graphic Designer • July-August 2019 • HBO • PD Dina Goldman, AD Jordan Jacobs
- The Undoing - Mini Series • Lead Graphic Designer • March-June 2019 • HBO • PD Lester Cohen, AD Doug Huszti
- It's A Man's World - Pilot • Lead Graphic Designer • February 2019 • YouTube • PD Patrick Howe, AD James Bednark
- Godfather of Harlem S1 - 2nd Graphic Designer • Oct. 2018 - Jan. 2019 • Epix/ABC • PD Dan Leigh, AD Patrick Howe
- The Blacklist S6 - TV Series • Day Player - Episodes 1, 7, 8 • NBC Universal • July - October 2018

ROSS STORES, INC. Second largest chain of discount department stores in the United States with over 1,200 locations

Home Product Designer

January 2017 - August 2017 • NY, NY

- In this experimental solo role, I fulfilled all creative design needs of the Home Products team within the Ross Importing Division.
- Worked with Product Development Managers and Buyers to ensure designs met their needs and exceeded their expectations.
- Developed seasonal collections, everyday home product assortments and branded collections.
- Designed canvas wall art, signs, throws, sheets, tablecloths, tapestries, jewelry boxes, glasses, coffee mugs and storage bins.
- Conducted trend research using WGSN, competitive store visits, retail websites, trade shows and social media.
- Created original illustrations and prints and also altered and recolored purchased art to cut costs and maximize productivity.
- Prepared art and tech packs for production, sent to overseas agents and made comments on vendor samples and strike-offs.

PREMIERE LIVING PRODUCTS Manufacturer of decorative home storage selling to TJX International, Burlington etc.

Home Product Designer

March 2016 - December 2016 • NY, NY

- Researched home fashion and seasonal trends in order to develop prints, graphics and new products.
- Pitched new product ideas, sketched and refined concepts and worked directly with factories to create salable samples.
- Created a standardized library of product illustrations and shared with team to increase consistency and speed.
- Regularly presented home, kids, baby and seasonal collections to retail buyers.
- Created tech packs, detailed reference sheets, line sheets and artwork files for repeats and icon placements.
- Communicated daily with overseas factories to specify details, approve samples, and ensure items were produced correctly.

INDIGO BOOKS & MUSIC Canadian retailer offering a wide variety of books, music, accessories, and home decor

Freelance Home & Accessories Designer

October 2015 - January 2016 • NY, NY

- Designed lines of home products and fashion accessories during their winter holiday seasonal rush.
- Produced sketches, detailed tech packs, graphics and line charts, pulled swatches and approved samples.
- Created new patterns, recolored existing art, put motifs into repeat and created color-ways based on trend direction.
- Designed fashion and cold weather accessories including: silk scarves, handbags, clutches, coin purses, backpacks, eye masks, socks, knit hats, scarves and mittens.
- Home products I designed include: coffee mugs, glasses, throw pillows, ornaments and hot water bottles.

JENNY KRAFT DESIGN & PHOTOGRAPHY

Designer & Print Specialist

April 2006 - September 2015 • NY, NY

- My clients include CB2, Garnet Hill, Crane & Co., Bed Bath & Beyond, Clinique and others.
- Design products in all stages including concept, design, mock-up, production and packaging using Adobe software.
- License my floral and botanical photography for use on canvas art prints, home products and stationery.
- Track trends and create surface patterns in repeat for home decor, fashion, paper products and more.
- Create custom logos, packaging, line sheets, tech packs, hang tags, print collateral and presentations for varied clients.
- Promote my studio, meet with clients and sell and license work from my collection at regular industry shows.
- As an entrepreneur, I adapt to changing roles as designer, salesperson, office manager, accountant and promoter.
- Direct other artists whose work I promote at trade shows and track all their sales and payments.

AMSCAN, INC. World's largest party goods manufacturer and parent company of Party City

Creative Director

September 2000 - April 2006 • Elmsford, NY

- Managed a creative team developing trend concepts and artwork for use on coordinated product lines of seasonal & everyday tableware, party decorations, balloons, wrapping paper, gift bags, favors and stationery.
- Researched industry trends, themes and colors via competitive store visits, trade shows and on-line media.
- Compiled trend boards and reports which I regularly presented company-wide to all product development teams.
- Bought prints and commissioned art for use in all aspects of product development while staying within my budget.
- Developed strong relationships with print studios, freelance artists and vendors and negotiated for best pricing.
- Attended international industry events including Surtex, PrintSource, Heimtextil, Maison & Objet, PaperWorld and Indigo.
- Reorganized and maintained company archives which included hundreds of paintings, prints and digital designs.
- Organized, updated and managed a large library of reference materials, books and periodicals.

MATERIALS FOR THE ARTS, New York City Department of Cultural Affairs

Non-profit City of New York organization that promotes creative reuse and provides free supplies to local arts groups

Assistant Director of Operations

May 2012 - February 2015 • Long Island City, NY

- Managed a team including donation processing, donor outreach, volunteer coordination and volunteer groups.
- Oversaw a 10,000 Sq. Ft. warehouse space that served as a "free store" for non-profit arts groups in New York City.
- Developed systems of organization and visual merchandising to help move inventory quickly.
- Researched and displayed ideas for creative re-use projects to inspire members to be resourceful in their own programs.
- Designed promotional materials for fundraising events, annual reports, outreach postcards, posters and fliers.
- Created environmental signage to improve traffic flow and navigation within the warehouse space.
- Held weekly status meetings to create a team atmosphere where sharing ideas and resolving problems were encouraged.

CAD SOFTWARE SKILLS

Master of Adobe Illustrator, PhotoShop and InDesign. General working knowledge of Power Point, Bridge & others.

EDUCATION

Bachelor of Fine Arts • Miami University, Oxford, OH

- Major in Graphic Design • Cum Laude Honors