

JENNIFER PARKS GRAPHIC DESIGNER

Creative professional specializing in brand design and generative media. I build visual narratives that connect, clarify, and evolve with emerging platforms.

EXPERIENCE

GRAPHIC DESIGNER / AQUEST STUDIOS x SANOFI

2024 - May 2025 (Contract)

Drove digital content creation for a global pharmaceutical brand—designing emails, social media graphics, and campaign assets with Figma and Adobe Creative Cloud. Enhanced visuals in Photoshop and Illustrator, integrating motion to bring static designs to life across platforms.

SENIOR GRAPHIC DESIGNER

/ AQUEST TALENT x PENN MUTUAL

2021 - 2024 (Contract)

Designed high-impact presentations, engaging social media content, and polished enterprise sales materials, translating complex ideas into clear, strategic visuals that supported business development and drove audience engagement.

BRAND DESIGNER / SAMSUNG NEXT

2021 - 2022 (Contract)

Led the redesign of the primary website, enhancing both its visual appeal and functionality, while also creating tailored presentation templates to elevate brand presentations and client interactions.

DIGITAL DESIGNER / VANGUARD

2020 - 2021 (Contract)

Developed video graphics, motion graphics, infographics, social media content, and email campaigns to amplify engagement and build brand presence through creative, targeted design.

SKILLS

BRAND DEVELOPMENT

I craft and maintain comprehensive brand guidelines that define the brand's visual identity through color palettes, typography, logos, and imagery. I design logos and develop marketing materials, including print and digital assets, ensuring they align with the brand's core values. By collaborating with internal teams, I ensure that all communications reflect a unified brand image and remain visually fresh by staying current with evolving design trends.

DIGITAL PRODUCTS

I specialize in designing web and mobile applications that prioritize user experience, ensuring intuitive and effective interfaces. I also create interactive components for online ad campaigns and develop marketing materials for digital platforms. Collaborating with developers, I ensure smooth design integration into web applications. Additionally, I establish and implement style guides and brand guidelines to ensure a unified and consistent brand presence across all digital platforms.

GENERATIVE MEDIA

My expertise in AI content creation spans a range of tools, including Midjourney, Adobe FireFly, and ComfyUI for image generation, as well as Runway and KlingAI for video production. I'm also familiar with powerful models like SDXL, allowing me to refine my work and achieve the highest quality results. My focus is on blending cutting-edge technology with creative storytelling to produce standout visuals that resonate with audiences.

Midjourney, Adobe FireFly, OpenSource AI, Nordy, KlingAI, CivitAI, ChatGPT, DALL-E, Figma, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Rush, Canva, Wordpress, Bootstrap, Squarespace, PowerPoint, Basecamp, Slack, Asana, Zoom, Teams, Data Visualization, UI Design, Print Design

EDUCATION

BFA, MARYLAND INSTITUTE COLLEGE OF ART

At MICA, I earned my BFA through an immersive education that blended hands-on studio work with critical thinking and cross-disciplinary collaboration.