

Jane Puttanniah

CREATIVE DIRECTOR

DESIGN + COMMUNICATIONS + MARKETING

Seeking an opportunity to employ my background in communications, art direction and graphic design within a dynamic setting to elevate overall reach



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EMPLOYMENT

- 2012-2021 **SENIOR ART DIRECTOR**
Development Marketing & Communications at Penn

Executed and directed the development of a diverse array of leadership publications, websites, and collateral materials. Established and maintained brand standards for Development and Alumni Relations throughout an inauguration and two multibillion dollar capital campaigns, including the creation and implementation of logos, infographics, motion graphics, invitations, magazines, case statements, event marketing, newsletters, websites, social, and mobile experiences. Created artwork and prepared assets for both CMS and HTML web interfaces. Supervised a graphic designer as well as providing oversight on design for the digital team. Oversaw all department photo shoots as well as administered the DAM for the university. Created an invaluable network of colleagues and vendors.
- 2008-2012 **ASSOCIATE ART DIRECTOR**
Development & Alumni Relations, Programs & Special Events at Penn

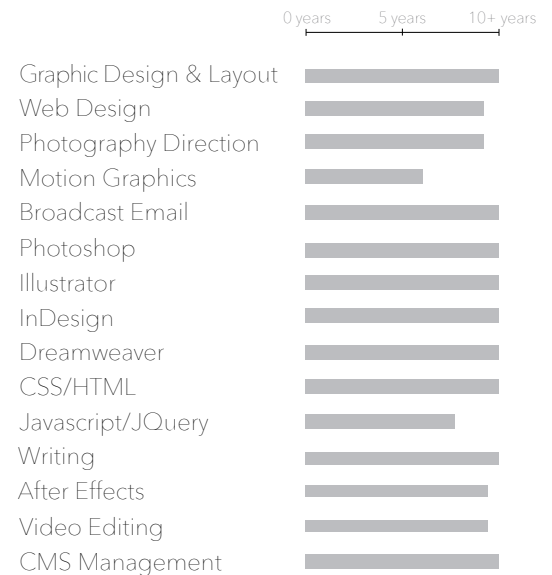
Implemented and designed stage set-ups for touring events, event branding and marketing, including print, digital, social, and broadcast email for key development and alumni relations programs.
- 2006-2008 **ASSISTANT DIRECTOR**
Development & Alumni Relations, Programs & Special Events at Penn

Planned reunion, engagement, and development events. Produced staging materials and signage for travel events, designed marketing materials, promotional items, invitations, design and all graphic elements for programs and special events. Led marketing plan and designed most collateral pieces for the campaign kick-off celebration.

EDUCATION

- 2017 **DIGITAL MARKETING CERTIFICATE**
The Wharton School
University of Pennsylvania
- 2001-2004 **HISTORY OF ART, BA**
School of Arts & Sciences
University of Pennsylvania
- 1997-1999 **APPAREL & TEXTILE DESIGN, BFA**
Shannon Rodgers & Jerry Silverman School of Fashion Design & Merchandising
Kent State University

PROFESSIONAL SKILLS



PERSONAL SKILLS

Creativity
Organization
Communication
Team Player
Self-Starter
Leader

FREELANCE PROJECTS

- CURRENT **Logo Design, Email Design, Promotion Strategy, Collateral Content Design**
Cobalt Plus: A Penn Medicine Digital Wellness Study
 Design content and promotion strategy for a grant funded digital wellness study addressing the mental wellness of emergency healthcare employees at Penn Medicine during the recovery of COVID-19.
- CURRENT **Social Invitations**
Various Clients
 Creates various wedding, shower (bridal and baby), and anniversary party invitations for clients upon request.
- 2017 **Contributing Writer**
MommyNearest.com
 Written pieces and photography/graphics to support their Philadelphia vertical.
https://www.mommynearest.com/author/273-jane_puttannah
- 2015 **Alumni Magazine Layout; Gala logo and Invitation Package; Event Program**
Cabrini College
 Created the layout for their Winter/Spring Issue, including Illustrated cover art.

 Created a logo and brand guidelines for their Gala as well as a graphic for an award that falls under the umbrella brand of the event. Also designed and managed production of the invitation and coordinating event program.
- 2013 **Logo and Brand Identity**
SWS Mountain Guides, California Mountain Guides
 Created a logo and initial brand identity to help them package their idea to help get it off the ground. They are currently using this logo and graphic guideline to help shop their idea around to different parts of the national park service.
- 2013 **Logo; Website; Collateral Marketing Materials**
My Heartmap Challenge, Dr. Raina Merchant
Perelman School of Medicine, University of Pennsylvania
 Designed and developed the logo, website, and marketing materials, along with a marketing strategy for a contest through the Perelman School of Medicine to identify AEDs throughout the city of Philadelphia. I was a key member of the leadership team and worked with a third party company to design the mobile app used throughout the contest. Our work, led by Dr. Raina Merchant, recieved a wealth of media coverage including mention in *Wired Magazine*, *6ABC*, *CBS*, *Newsworks*, *The Economist*, *Be Well Philly*, and *The Philadelphia Inquirer*. The leadership team was also able to use the templates I created to launch a design contest ocuring one year later. www.myheartmap.org

REFERENCES AND PORTFOLIO AVAILABLE UPON REQUEST