

Jenna Plyer

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PROFESSIONAL SUMMARY

Creative Multimedia Graphic Designer with 5+ years of experience crafting compelling visual content across print, digital, video, and 3D mediums. Proficient in Adobe Creative Suite, Cinema 4D, Premiere Pro, and emerging AI tools. Proven ability to drive engagement and marketing results, including growing a company YouTube channel to 500+ subscribers and enhancing brand visibility through innovative campaigns and product visuals.

PROFESSIONAL EXPERIENCE

Multimedia Graphic Designer

TAPCO (Traffic and Parking Control Co., LLC) | August 2022 – Present

- Specialize in print layouts, video creation, and rendering for marketing campaigns.
- Create visual assets for print, websites, social media, and email marketing.
- Assist with product image retouching, color correction, and clean-up.
- Capture high-quality images and videos of products for use in marketing materials.
- Collaborate with Marketing Communications and Product Management teams to ensure all designs align with brand standards and accurately reflect product features.
- Design promotional items and merchandise for marketing campaigns.
- Help drive marketing leads with product-specific promotional designs.
- Developed and managed content for YouTube, growing the channel to over 500 subscribers through YouTube Shorts and frequent long-form videos.
- Stay updated on industry trends, including Adobe's AI tools, to refine design practices.

Key Accomplishments:

- Played a key role in increasing YouTube engagement.
- Helped enhance product marketing efforts through high-quality visuals and cross-team collaboration.

Graphic Designer I

TAPCO (Traffic and Parking Control Co., LLC) | February 2020 – August 2022

- Designed layouts, templates, and graphics for print, social media, and email campaigns.
- Assisted with product image retouching, color correction, and image cleanup.
- Captured product images and collaborated with cross-functional teams to ensure designs adhered to brand guidelines.
- Created and updated PowerPoint presentations for internal and external use.
- Managed artwork files and image archives for easy access.

Key Accomplishments:

- Successfully re-designed product brochures, improving branding and modernizing designs, resulting in positive stakeholder feedback and updated brand alignment.
- Gained proficiency in Cinema 4D to render products into realistic settings.

Marketing Design Intern

Manitou Americas | October 2018 – February 2020

- Created layouts and templates for print, advertisements, social media, and tradeshow setups.
- Assisted with product image retouching, color correction, and video editing.
- Worked closely with Marketing Communications to ensure designs were on-brand and grammatically correct.
- Captured product images and helped maintain image archives.

Key Accomplishments:

- Designed wayfinding signage and promotional materials for major company events.
- Created signage and promotional items for a major IndyCar race sponsored by Manitou at Road America.

PROFESSIONAL DEVELOPMENT

- **Learn to Storyboard for Film or Animation** | Udemy | June 2024
- **YouTube SEO Secrets Course** | Udemy | March 2024
- **Adobe Premiere Pro CC Masterclass: Video Editing in Premiere** | Udemy | August 2023

TECHNICAL SKILLS

- **Design Software:** Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Lightroom, Premiere Pro, Adobe XD, Bridge, Cinema 4D
- **Video & AI:** Adobe Premiere Pro, Cinema 4D, Synthesia AI, ElevenLabs AI
- **Office Software:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- **Other:** 3D Rendering, Image Retouching/Color Correction, Social Media Content, Interactive PDFs, UI/UX Basics

EDUCATION

University of Wisconsin-Green Bay

Bachelor of Design Arts | 2016 – 2018

University of Wisconsin-Washington County

Associate of Arts and Science | 2014 – 2016

LEADERSHIP AND ACTIVITIES

Board Member: Website Chair

Waukesha Creative Arts League (WCAL) | 2022-Present

- Developed a new user-friendly website providing information about the Art League and member details. Increased website traffic and searchability in Google with SEO.
- Managed and updated website content to ensure accuracy and relevance.
- Designed and produced web and print materials for advertising and promoting the Art League.

Waukesha/Oconomowoc WRAP Show Coordinator

Waukesha Creative Arts League (WCAL) | 2021-2022

- Managed the scheduling and logistics of artwork drop-offs, pickups, and workshop dates in coordination with the venue
- Collaborated with a local artist to judge the show, provide constructive critiques, and lead live demonstrations
- Designed and produced event signage to promote the art show and enhance attendee experience
- Oversaw the organization and installation of artwork, ensuring proper display and timely removal post-event