



- Jennifer B. Litherland
- Graphic Designer
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- Columbia, Missouri, USA

EDUCATION

University of Missouri - Columbia
Bachelor's Degree in Journalism
May 2018

Emphasis in News
and Magazine Design

Graduated Cum Laude
Multicultural Certificate
Minor in Art

SKILLS

- InDesign
- Illustrator
- Photoshop
- Acrobat
- Lightroom
- Premiere
- Photography
- Sprout Social
- Cascade CMS
- MailChimp

WORK EXPERIENCE

FREELANCE DESIGNER

2017 - Present

Design logos, ads, patterns, invitations, photo editing, shirts, resumes, business cards newsletters, book covers, and many other designs for various clients, first on the side during school and full time job, and now for a self-employed career.

GRAPHIC DESIGNER

Westminster College/America's National Churchill Museum — Fulton, Missouri

July 2018 - April 2024

Design for Westminster College and America's National Churchill Museum:

Designed logos, ads, banners, programs, invites, documents, and much more to meet all of the design needs of the college and museum. Coordinated with printers and vendors to produce print pieces and other marketing and event materials. Helped develop content for marketing campaigns to increase alumni engagement and giving, and increase enrollment.

Leadership Magazine: Helped plan and organize yearly issue's content, worked closely with writers to develop a flat plan, developed magazine brand, and designed all issue pages. Worked closely with printers to print and mail to recipients.

Photography: Took and edited photos for large college and museum events.

Web Design: Worked closely with web developers on website design. Created wireframes for new pages, designed infographics and edited photography for the website. Designed, created, edited, and, updated webpages using Cascade CMS.

Communications: Formatted, designed, and sent email campaigns through MailChimp, including redesigning the college newsletter. Worked on updating and maintaining audience email lists.

Student Development: Supervised and taught graphic design and social media interns. Guest lectured in college classes.

GRAPHIC DESIGN AND SOCIAL MEDIA MANAGER, December 2020 - July 2023

Social Media: Managed Westminster's main social media pages. Wrote, created graphics, took photos and videos for posts. Utilized Sprout Social for scheduling.

DESIGNER, TEACHING ASSISTANT, REPORTER

Columbia Missourian/Vox Magazine — Columbia, Missouri

August 2016 - May 2018

Missourian Designer, May 2017 - May 2018: Designed front, inside, photo, and feature newspaper pages. Designed more than 300 pages. Also designed special sections.

Teaching Assistant, January - May 2018: Taught publication design students print style and how to use InDesign for newspaper.

Vox Magazine Designer, January - May 2018: Designed feature articles, covers, and infographics for feature issues. Designed for Arts & Books and Scene departments.

Reporter, August - December 2016: Wrote 37 articles for the sports beat.