

# JENN STATE

## Creative Director & Designer

Creative and results-driven design leader with 13 years of experience in graphic design, branding, web development, and digital marketing. Owner of Black Tie Creatives, a full-service small agency delivering tailored solutions to help clients elevate their brand identity and grow their businesses. Strong expertise in collaborating with cross-functional teams to develop seamless user experiences, and a proven track record in leading design projects from concept to execution.

## contact

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## education

BACHELOR OF GRAPHIC DESIGN  
& FINE ART, MINOR IN MARKETING  
Grand View University, Des Moines, IA  
2008 - 2012

## experience

### OWNER & CREATIVE DIRECTOR

Black Tie Creatives

Sep 2010 - Present (Full-time since Apr 2022)

### DIRECTOR OF DIGITAL DESIGN & PHOTOGRAPHY

Red Dot Advertising

Aug 2016 - Apr 2022

### GRAPHIC & WEB DESIGNER

Performance Marketing

Dec 2012 - Aug 2016

## expertise

GRAPHIC DESIGN, BRANDING, IDENTITY

WEB DESIGN & WEBFLOW DEVELOPMENT

DIGITAL STRATEGY & MARKETING

PRODUCT PACKAGING DESIGN

CLIENT RELATIONS & PROJECT MANAGEMENT

CROSS-FUNCTIONAL TEAM COLLABORATION

SOCIAL MEDIA & CONTENT STRATEGY

ADOBE CREATIVE SUITE, FIGMA

## volunteer

### MARKETING DIRECTOR

Heartland Swing

Jan 2023 - Present

### PRESIDENT

Art Directors Association of Iowa

Feb 2015 - Jul 2022

# experience

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## OWNER & CREATIVE DIRECTOR

### Black Tie Creatives

Sep 2010 – Present (Full-time since April 2022)

- + Founded and grew Black Tie Creatives, offering branding, web design, and digital marketing to a diverse client base.
- + Transitioned to full-time ownership in 2022, overseeing all client projects from concept to execution and managing a growing team.
- + Developed strong client relationships, delivering high-quality design across various industries, including real estate, cannabis, non-profit, and consumer goods.
- + Provided creative direction and strategy, working closely with internal teams to produce cohesive, results-driven projects.

## DIRECTOR OF DIGITAL DESIGN & PHOTOGRAPHY

### Red Dot Advertising

Aug 2016 – Apr 2022

- + Designed and developed websites in Webflow, from small to large-scale sites.
- + Created digital assets including social media, digital ads, and HTML animated ads.
- + Managed event branding, design, and environmental graphics to create cohesive brand experiences.
- + Designed in-store displays and packaging to enhance retail presence.
- + Photography for product, food, lifestyle, and event shoots, capturing both staged and non-staged moments.
- + Worked on a small team, collaborating closely with clients and delivering client presentations to ensure design solutions met their needs.

## GRAPHIC & WEB DESIGNER

### Performance Marketing

Dec 2022 – Aug 2016

- + Designed advertising materials, app interfaces, websites, and Webflow development.
- + Produced corporate marketing materials, including flyers and brochures for client campaigns.
- + Worked closely with clients and teams to understand project requirements, developing solutions that supported marketing goals.

# recognition

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## DES MOINES' EMERGING ADVERTISING LEADER OF THE YEAR AWARD

### AAF District 9

FEB 2022

## SILVER AND GOLD ADDY AWARDS

### American Advertising Federation

2016-2022

Recognized with multiple Silver and Gold Addy Awards for excellence in creative design across various campaigns and projects.

## EXCELLENCE AND

## BEST OF CATEGORY AWARDS

### Art Directors Association of Iowa

2012 –2025

Awarded for a variety of client projects across different categories, recognizing outstanding work in design, branding, and websites.

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