

JENN STATE

CREATIVE DIRECTOR | ART DIRECTOR | BRAND & DIGITAL DESIGN

hello

Award-winning art director and multidisciplinary designer with 13+ years of experience creating brand identities, integrated campaigns, digital experiences, environmental graphics, and photography. Founder and Creative Director of Black Tie Creatives, combining hands-on design craft with brand strategy, client leadership, and cross-functional project direction from concept through production. Experienced across consumer goods, healthcare advocacy, nonprofits, real estate, insurance, hospitality, events, and regulated industries.

expertise

CREATIVE DIRECTION | BRAND STRATEGY
& VISUAL IDENTITY SYSTEMS | INTEGRATED
CAMPAIGNS | WEB DESIGN AND UX/UI DESIGN
WEBFLOW DEVELOPMENT | PHOTOGRAPHY
AND PHOTOSHOOT DIRECTION | PACKAGING
AND RETAIL DESIGN | ENVIRONMENTAL
ORGANIC SOCIAL & PAID MEDIA MANAGEMENT
CONTENT STRATEGY | CLIENT PRESENTATIONS
CROSS-FUNCTIONAL COLLABORATION
AI-ASSISTED CREATIVE WORKFLOWS

professional experience

OWNER & CREATIVE DIRECTOR | Black Tie Creatives | Sep 2010 - Present

Full-time since April 2022

- + Founded and lead an independent creative studio that partners with organizations to solve brand, marketing, and digital experience challenges.
- + Own the creative process from discovery and strategy through concept development, design, production, presentation, and launch.
- + Develop cohesive brand identities and scalable visual systems across logos, websites, social media, paid advertising, email, packaging, retail displays, environmental graphics, collateral, merchandise, photography, and multimedia content.
- + Design and develop Webflow websites that translate business goals and complex information into clear, intuitive, and visually engaging digital experiences.
- + Lead client relationships and collaborate with designers, developers, analysts, writers, vendors, and production partners to deliver consistent work across channels.
- + Selected additional work includes brand and digital programs for ACOG, Bud & Mary's, NUO, Iowa Coalition for Reproductive Freedom, Demir Homes & Design, Bâton Global, Ricochet, Heartland Swing, and JR's SouthPork Ranch.

professional experience continued

ADJUNCT PROFESSOR | Grand View University | Jan 2026 – May 2026

- + Provided instruction and mentorship to junior and senior graphic design students in strengthening their concepts, presentation skills, technical execution, and understanding of professional creative practice.
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DIRECTOR OF DIGITAL DESIGN & PHOTOGRAPHY | Red Dot Advertising

Aug 2016 – Apr 2022

- + Led digital design, brand development, and photography across websites, campaigns, social media, digital advertising, print materials, and live experiences.
 - + Created logos, visual identities, and comprehensive brand guidelines, then directed their implementation across digital and physical touchpoints.
 - + Designed and produced brochures, marketing collateral, promotional materials, signage, merchandise, packaging, and in-store displays.
 - + Designed and developed Webflow websites ranging from focused campaign sites to large-scale experiences.
 - + Created social media content, digital display advertising, and HTML animated advertisements supporting client marketing goals.
 - + Collaborated on event concepts, planning, organization, and on-site execution, producing signage, branded environments, merchandise, collateral, and event photography.
 - + Helped strengthen internal company culture through team events and branded company parties, creating event identities, promotional materials, signage, merchandise, and photography.
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GRAPHIC & WEB DESIGNER | Performance Marketing (now Anthologic)

Dec 2012 – Aug 2016

- + Designed advertising campaigns, brand materials, environmental graphics, websites, and Webflow experiences for clients across multiple industries.
 - + Designed the Iowa by Trail mobile application for the Iowa Natural Heritage Foundation, along with supporting visual and campaign materials.
 - + Produced corporate marketing materials, including campaign collateral, brochures, presentations, and digital assets.
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DESIGNER | Flynn Wright | July 2012 – Nov 2012

- + Supported design and production for major client accounts, including MidAmerican Energy and Mediacom.
 - + Produced product photography for Stam Chocolate for use across print and digital materials.
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education

BACHELOR OF GRAPHIC DESIGN & FINE ART, MINOR IN MARKETING

Grand View University, Des Moines, IA | 2008 - 2012

leadership & community

MARKETING DIRECTOR

Jan 2023 - Present

Heartland Swing

Lead brand, website, social media, photography, and marketing initiatives supporting community engagement and event participation.

PRESIDENT

Feb 2015 - Jul 2022

Art Directors Association of Iowa

Led the professional design organization, grew membership, and created opportunities connecting Iowa design students with professionals in the creative community.

COMPETITION JUDGE

Alabama, Louisiana

American Advertising Federation

Evaluated professional and student creative work across advertising and design categories.

selected recognition

DES MOINES' EMERGING
ADVERTISING LEADER
OF THE YEAR AWARD
AAF District 9, 2022

SILVER AND GOLD ADDY AWARDS
American Advertising Federation

BEST OF CATEGORY AND
EXCELLENCE AWARDS
Art Directors Association of Iowa

tools

ADOBE CREATIVE SUITE | FIGMA | WEBFLOW
CANVA | CAPCUT | CHATGPT | CLAUDE | GEMINI