

JENNIFER ROMO

◆ Graphic Designer

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EDUCATION

Georgia State University

Atlanta, GA | Aug 2020 - May 2025

Bachelor of Fine Arts, Graphic Design

◆ Summa Cum Laude

Georgia Institute of Technology

Atlanta, GA | Dec 2022- Jun 2023

Certificate in UX/UI

CERTIFICATES

How to Use Hootsuite 2025

Hootsuite Academy | Jun 2025

Social Listening with Hootsuite 2025

Hootsuite Academy | Jun 2025

Social Media Marketing 2025

Hootsuite Academy | Jun 2025

SKILLS

Software

Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro), Asana, Figma, Google Office Suite, Hootsuite, Microsoft Office 365, Notion, Procreate, Salesforce Marketing Cloud, Webflow

Design Capabilities

Brand Identity, Collaboration, Color Theory, Marketing, Motion Design, Organization, Packaging Design, Project Management, Prototyping, Typography, User Research, Web Design, HTML/CSS

ACCOLADES AND ACTIVITIES

Featured Work Connect Exhibition

May 2025

Nominated Presenter, Georgia State Undergraduate Research Conference

Apr 2025

Susan Babush Memorial Scholarship

Jan 2024

Gensler Mentorship Program Participant

2023- 2024

EXPERIENCE

Freelance Associate Designer ◆ HBK Creative

Atlanta, GA | Sept 2025 - Present (Contract)

- ◆ Designed brand and marketing assets for 5 clients across 8 projects using Adobe Creative Suite and Canva
- ◆ Collaborated in client brainstorming and presentation meetings, contributing to creative strategy and brand direction
- ◆ Provided cross-functional support including general business operations and project coordination alongside design deliverables

Marketing Assistant ◆ Georgia State Marketing & Media

Atlanta, GA | May 2025 - Feb 2026 (Contract)

- ◆ Ideated and designed 67 marketing campaigns and 275 deliverables across 11 departments to promote university events and student initiatives
- ◆ Drafted a weekly university newsletter via Salesforce Marketing Cloud, reaching 53,000+ students with consistent, on-brand messaging
- ◆ Managed project timelines, asset delivery, and brand consistency across all marketing and communications channels

Freelance Motion Designer ◆ National Center for Civil and Human Rights

Atlanta, GA | Jan 2025 - May 2025

- ◆ Developed a 35-second motion graphic for a potential new exhibit at the National Center for Civil and Human Rights using Adobe After Effects
- ◆ Executed work in alignment with brand guidelines provided by the NCCHR, ensuring consistency within the exhibit's visual identity
- ◆ Collaborated with a team of 25 designers to produce a cohesive, script-driven piece from concept through final delivery

Graphic Design Intern ◆ Georgia State Marketing & Media

Atlanta, GA | Jan 2025 - Apr 2025

- ◆ Designed 26 marketing campaigns for print and digital materials for university Health & Wellness organizations, managing project timelines
- ◆ Led design for the Fall Health & Wellness College Packs, a collaboration with CVS Health distributed across all 6 Georgia State campuses

Freelance Motion Designer ◆ Atlanta Science Festival

Atlanta, GA | Jan 2024 - Mar 2024

- ◆ Developed a 30-second animated video using After Effects, enhancing storytelling through engaging visuals.
- ◆ Managed project timeline efficiently, delivering high-quality content on schedule for promotional use.
- ◆ Adhered to brand guidelines and aligned to event-specific educational messaging