



JENNIFER KROLL
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 jennkrolldesign.com

EDUCATION

BFA in Graphic Design - Minneapolis College of Art and Design
 (Minneapolis MN, 2016)

Associates Degree in Veterinary Technology - Madison College
 (Madison WI, 2006)

SKILLS

Digital

InDesign	■ ■ ■ ■ ■
Illustrator	■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■
After Effects	■ ■ ■ ■ ■
Adobe XD	■ ■ ■ ■ ■
Basecamp	■ ■ ■ ■ ■
Wordpress	■ ■ ■ ■ ■
Wix	■ ■ ■ ■ ■
Quest Ai	■ ■ ■ ■ ■

Analog

Screen Printing
 Letterpress Printing
 Intaglio Printmaking
 Relief Printmaking
 Bookbinding
 Operations Management
 Public Speaking
 Client Education

EXPERIENCE

Art Director/Senior Designer - Laservision USA

(St Paul, MN — October 2019 - Present)

Ideation, proposal, and design of projects that address all aspects of marketing and production. Creation of social media, print designs, catalog app, website content, tradeshow collateral, product photography, and production labels and documents.

Graphic Designer - Midwest Veterinary Supply

(Lakeville, MN — September 2017 - October 2019)

Creation of advertising collateral such as brochures, flyers, posters, and email campaigns. Design and pre-production of catalogs and other publications. Design of various social media content including videos. Collaboration with marketing teams to produce the best possible design solutions for clients.

Manager - Lagoon Cinema

(Minneapolis, MN — 2014 - 2020)

Daily operations, floorstaff supervision and training, customer interaction, public speaking, cash handling, projection programming and troubleshooting, and cleaning and miscellaneous maintenance jobs.

Graphic Design Intern - CBX Branding Agency

(Minneapolis, MN — Summer 2016)

Start to finish project involvement, including internal and client meetings and presentations. Self-motivated intern project in collaboration with NYC team. Gathering of design inspiration and resources, branding and implementation of brand guidelines, pre-production preparation, die cut layout, and photoshopping shadows like a pro.

AWARDS &
EXHIBITIONS

AdFed Bronze Award - Social Media - 2019

Minneapolis Foundation Gala Exhibition - 2016

Gunkelman Benson Merit Award - Minneapolis College of Art and Design, 2016

Lee Lynch Advertising Scholarship - Minneapolis College of Art and Design, 2015

Presidential Scholarship - Minneapolis College of Art and Design, 2013-16

REFERENCES

Kristin Gruidl

Marketing Specialist - Laservision USA

pedersonx10@gmail.com

(507) 227-0245

Amanda Scholzen

Senior Graphic Designer - Midwest Veterinary Supply

(612) 968-0294

Dr. Andrea Lanphear

Freelance Website Customer - Harmonyvet

drandrea@harmonyvet.com

(608) 347-9405

Mike Wills

General Manager - Lagoon Cinema

mikejdwills@yahoo.com

(612) 822-3090