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JENNIFER ELMORE
GRAPHIC DESIGN
PORTFOLIO



ABOUT ME

I'm a multifaceted graphic designer and visual artist with 20-years of experience in business administration and strategic project management. Together, my creativity and problem solving skills enable me to deliver unique, innovative, and holistic solutions that solve visual communication problems. Throughout my professional career I have successfully demonstrated the ability to rise to the challenge of each new project, accomplish complex tasks, and achieve challenging goals. My passion for art and design is relentless, and the desire to master traditional techniques and learn new technologies keeps me in a continual state of personal growth and development. As a graphic designer, I approach every project with a fresh perspective that takes into consideration the needs and motivations of others. I see each blank canvas, sheet of paper, and digital artboard as an opportunity to ideate, innovate, and bring concepts to life. I am constantly inspired by the creativity, artistic ability, and knowledge of my peers, and I am a firm believer in the power of collaboration and teamwork to solve problems. As a person that values efficiency and attention to detail, I strive to deliver quality results that leave a lasting impression and exceed expectations.

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01 *UPPER CRUST BAKERY* Logo Design

The Upper Crust Bakery logo demonstrates my abilities to develop and execute a concept based logo design. I wanted to design a logo that encapsulated the business values, appeal to a diverse market segment, be timeless, and memorable. Each element of this design is purposeful and meant to convey a sophisticated and a welcoming brand identity. The creation of this logo design taught me how to incorporate stylish fonts, clean lines, and plenty of white space to create balance composition. In addition to the thoughtful and intentional design of this logo, this piece is a valuable example of the technical skills I learned while using Adobe Illustrator to create the vector graphics.





BEVERAGES

WINE	BEER
<p>SPARKLING</p> <p>Have Villanov, Pinot Noir 136 172 Cala Valley France</p> <p>WHITE</p> <p>20 Chateau Blanc, Pinot Noir, 113 159 Baldwin County, Massachusetts Vineyard, Baldwin County</p> <p>20 Chateau Blanc, Pinot Noir, 114 163 Redwood Valley</p> <p>ROSE</p> <p>20 Chateau Blanc, Pinot Noir, 113 159 Tussock Vineyard, Mendocino</p> <p>RED</p> <p>20 Chateau Blanc, Pinot Noir, 113 159 Tussock Vineyard, Mendocino</p> <p>20 Chateau Blanc, Pinot Noir, 114 163 Tussock Vineyard, Mendocino</p>	<p>BUSKINE LAGER 17 Mason Co.</p> <p>APEX SAISON 110 OF Color Brewing</p> <p>DE TOURAIN 18 Lafayette Blue Artisanal</p> <p>NORREAL CRAPPELITE ALE 122 Anchorage Brewing (20 oz bottle)</p> <p>FREDERIKSEN IMPERIAL STOUT 115 Dad Taps</p> <p>GINGER BEER 19 Fountains (20 oz bottle)</p> <p>NON-ALCOHOLIC</p> <p>PLUM JUICE 18</p> <p>PERIERE 18</p> <p>WANGZAI MILK 14</p> <p>SWEET TEA 14</p> <p>HOT HERBAL TEA 14</p> <p>COKE, DIET COKE, SPRITE 13</p>

Perfect Pairings
Each week our sommelier selects the perfect wine pairing for each entrée. Ask your server for recommendations.



STARTERS

<p>SMALL PLATES</p> <p>COLD FUNGUS IN SAUCE 112 Mushrooms sautéed in oyster sauce</p> <p>SLICED PORK WITH GARLIC SAUCE 113 Roasted pork belly in aromatic garlic sauce</p> <p>MARINATED PORK KNUCKLE 113 Slow roasted, caramelized and fork tender</p> <p>TOWN MARINATED SLICED BEEF 114 TOWN secret marinade, slow roasted beef/broth</p> <p>VEGGIE AND/OR PORK DUMPLINGS 112 Made fresh daily, you choose hot or cold</p>	<p><i>Perfect Pairings</i> Ask your server for this week's wine & entrée pairings.</p> <p>Choose your HEAT</p> <p>0 NONE 1 MILD 2 MED 3 SPICY 4 HOT 5 FIRE</p> <p>ADD UP TO LOBSTER TAIL for just \$15</p>
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SOUPS

	CUP	BOWL
TOMATO EGG	17	110
BEEF CHOWDER	17	110
SEAFOOD TOFU	19	112
HOT AND SOUR	17	110
CHINESE RICE BALL	19	112

ORGANIC SIDES

FRIED PICKLED CABBAGE 111

SAUTÉED EGGPLANT 112
In garlic sauce

DRIED TOFU 112
With dried chili pepper

CAULIFLOWER STEAK 111
Grilled and seared

FRIED CELERY AND YAM 111

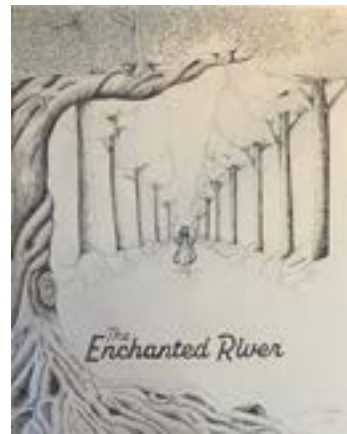
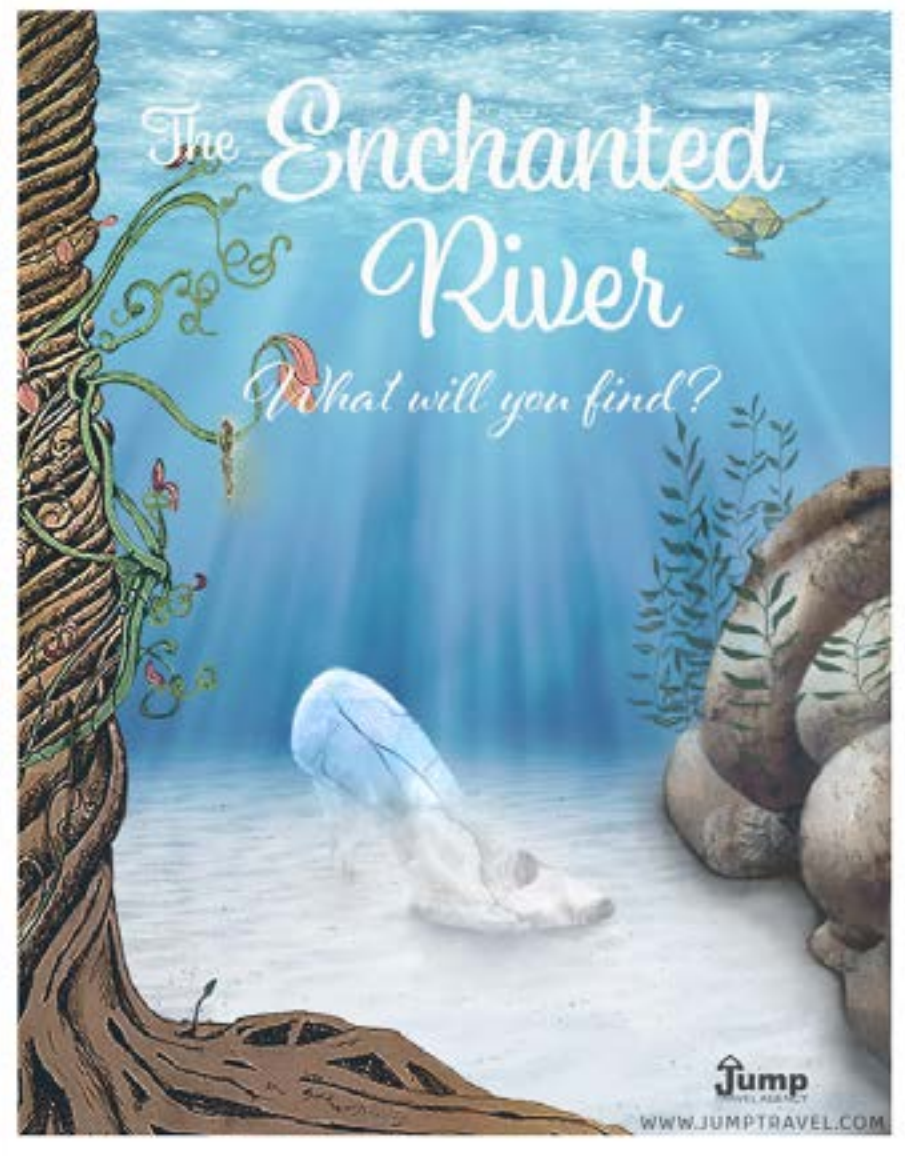
ENTREES

<p>WILD CAUGHT</p> <p>SPICY FISH WITH TOFU PUDDING 123 Baked halibut, Sichuan hot garlic sauce, oyster mushrooms, over a delicate tofu pudding</p> <p>SEA LUBRIN GREENING FUN 126 Spiced curing bones, steamed in delicate fish paper, topped with fresh sea asparagus</p> <p>SHELLED SHRIMP WITH SPICY SAUCE 124 Grilled pan-fried shrimp, oyster mushrooms, and pepper sauce, topped with herbaceous sprouts</p> <p>CRISPY SQUID WITH SPICED SAUT 128 Pan seared squid, black bean sauce with TOWN special sauce, over Cantonese style rice</p> <p>CHINESE STYLE FRIED CLAMS 124 Stein-fried clams, black bean sauce with garlic, ginger, lemon grass, over fresh sautéed rice</p>	<p>FARM TO TABLE</p> <p>STIR-FRY PORK KIDNEY 118 Ginger, oyster sauce, locally raised pork kidney, pea shoots, over tender broiled greens</p> <p>CUNIL LAMB 128 Crispy roasted lamb, Sichuan oyster sauce, chili pepper, scallions, served over spring broiled beans</p> <p>BOILED SLICED BEEF IN HOT SAUCE 125 Green hot beef marinated in hot chili Sichuan sauce, broiled in herbs, served over steamed rice</p> <p>GRIDDLE COOKED CHICKEN 122 Free range chicken, thigh and breast, skin on, wings, neck, and ribs, served over braised green soy sauce braised stuffing</p> <p>DUCK WITH GREEN PEPPER SAUCE 124 Slow cooked free range duck breast, red wine, green peppercorns, served over fresh steamed greens</p>
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02 TOWN RESTAURANT

Print Marketing Suite

The Town print marketing suite is an example of my technical skills using Adobe InDesign to create print ready marketing materials. The compositions utilize a combination of modern minimal design elements, trendy food concepts, and hints of traditional fine dining sophistication. The designs reflect my understanding of the importance of visual hierarchy using typographic elements, and demonstrates my ability to choose aesthetically pleasing and effective typography. The accompanying illustrations add visual appeal and demonstrate the effective use of visual cues as infographics and psychological messaging.



03 THE ENCHANTED RIVER Travel Poster

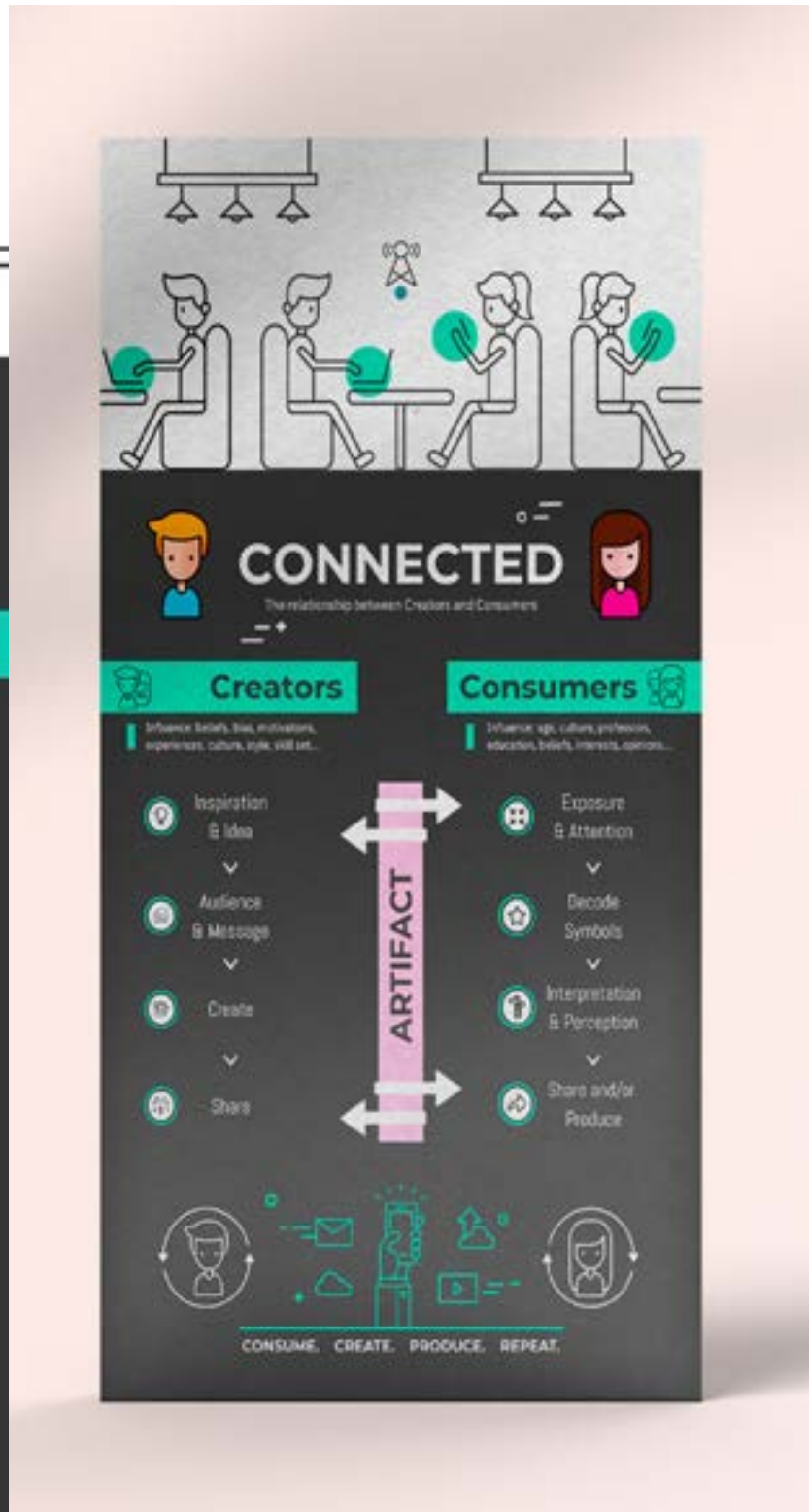
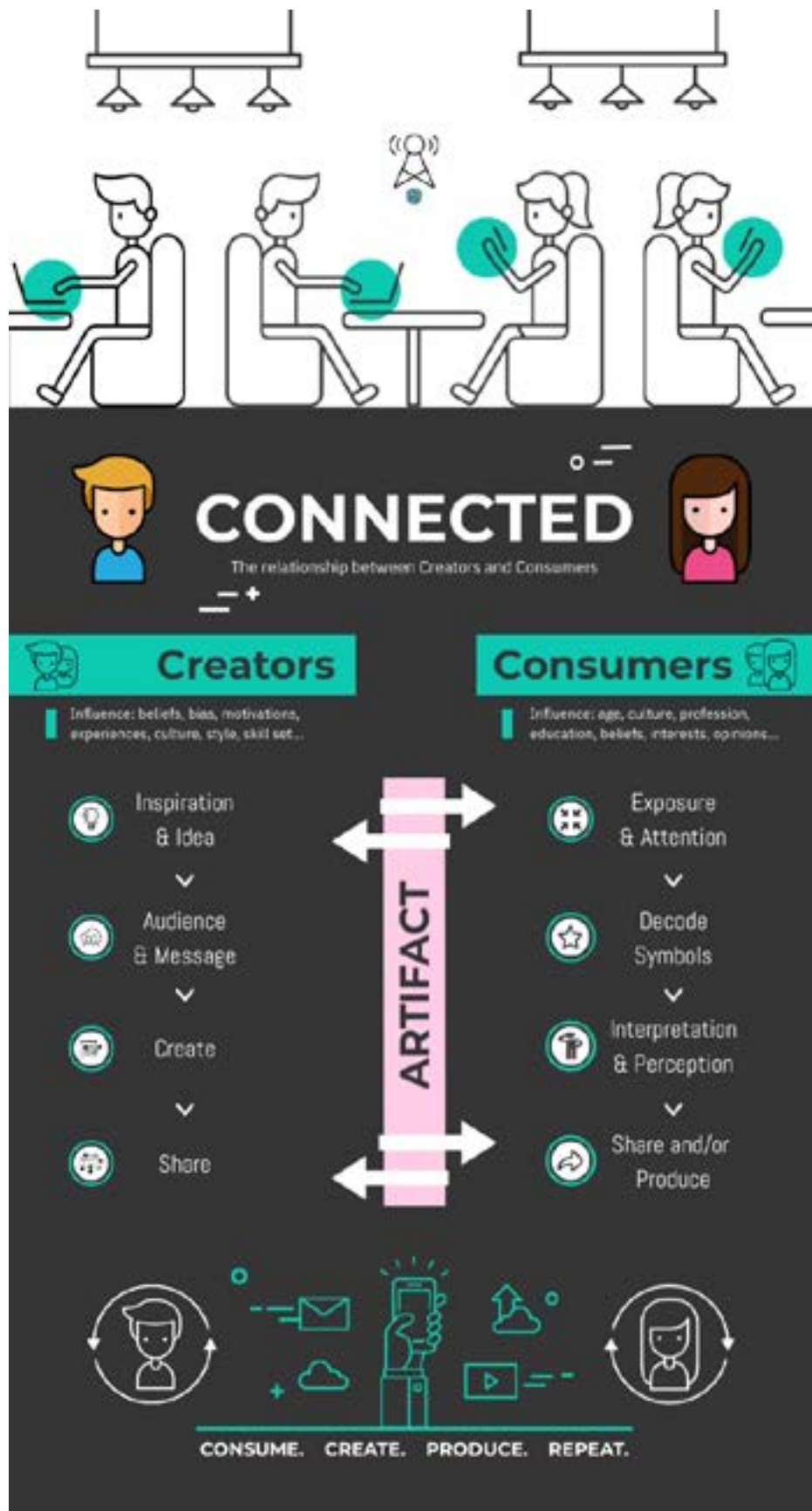
The Enchanted River is a fictional location based on an excerpt from *Eva's Adventures in Shadow-land* by Mary D. Nauman. The objective of this project was to illustrate two travel posters based on the location described in the literary work. These pieces represent my creative process, artistic abilities, and the technical skills I use to conceive and create illustrations based on written descriptions. The illustrations were first drawn with graphite on paper then completed in Adobe Photoshop to create the digital product. The end result is a combination of visible hand drawn elements, photographic images, and Photoshop painting techniques. The blending of these elements creates fresh and unique illustrations.





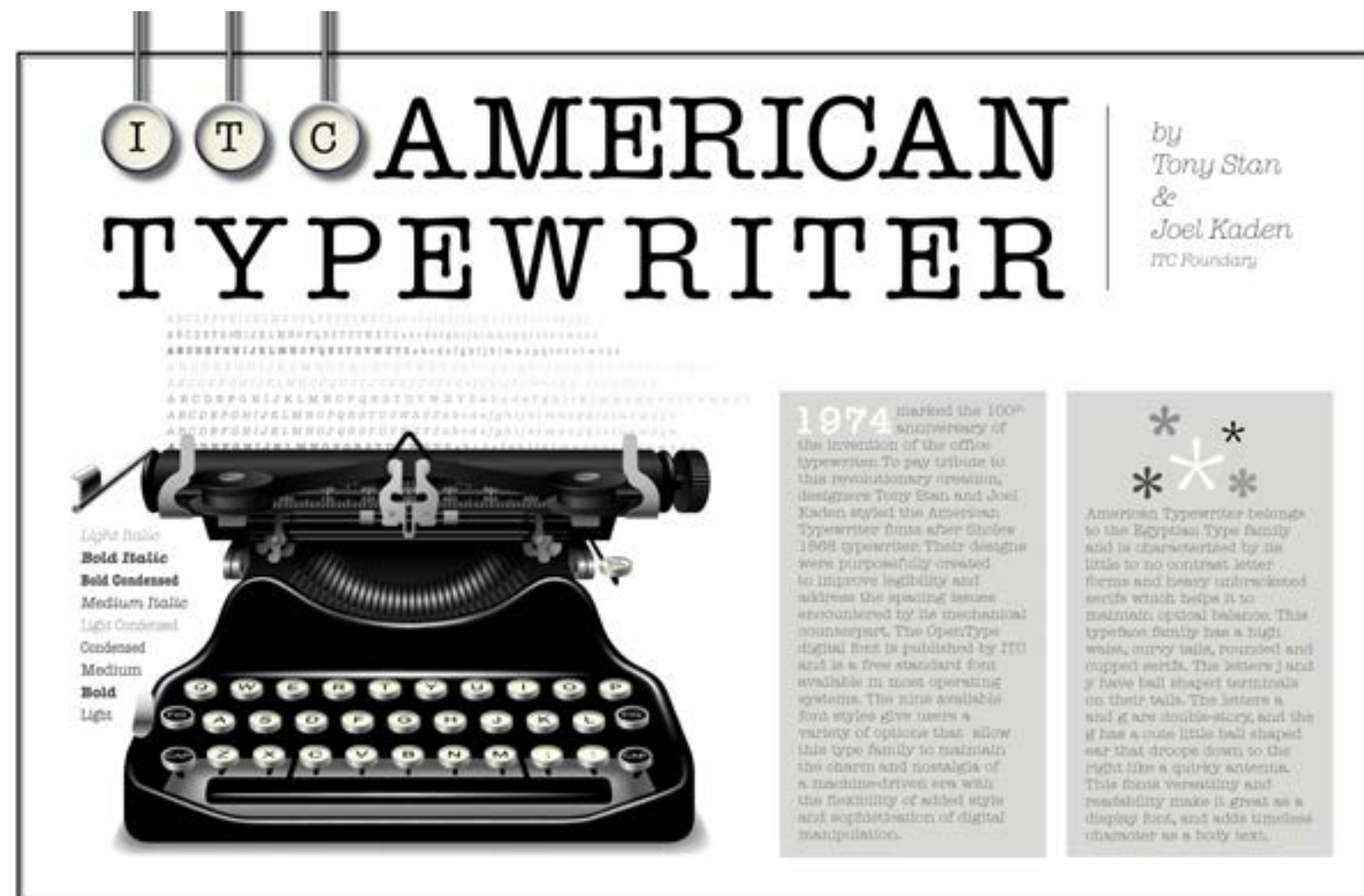
MEDIA LAB DESIGN SOLUTIONS 04 Logo & Graphic Design

Media Lab Design Solutions is a multi-disciplinary design firm that integrates science, art, design, and technology to provide multimedia design solutions. The graphic collage poster is intended to convey this message using the company's logo name and the incorporation of imagery that support a collaboration of nature, science, creative expression, design principles and elements, and technology platforms. This piece effectively combines images and typographic design to visually represent the business concept and intended messaging.



05 **CONNECTED** Infographic

Effective infographics require the ability to create context with simplicity, and a deep understanding of the target audiences ability to decode visual message. This piece demonstrates my knowledge of these concepts and utilizes simple icons, graphics, and text in a manner that is meaningful to the audience. Additionally, I created this Infographic using the free edition of. Using this type of design platform can provide a wide array of time saving and cost effective resources that offer professional result.



06 *HOMAGE TO TYPE* Typographic Poster

This artifact exhibits my ability to utilize a simple layout that combines text and graphics, and leverages the typesetting power of Adobe InDesign. The monochromatic color scheme uses value, contrast, and scale to create visually hierarchy and balance within the composition. The body copy provides a small writing sample, which demonstrates my ability to create written content based on research. In addition, this piece illustrates my ability to create unique graphics for specific projects—as seen in the three typewriter keys that I designed and created to mimic the keys found on the typewriter graphic.



07 LIFE SCIENCE

Two Page Magazine Spread

Using InDesign, I created a light and a dark layout for this project. Both compositions express a scientific and futuristic vibe that is meant to invoke curiosity and a sense of adventure. To create visual hierarchy in the compositions, I placed the headline text at the top of the left facing page and used scale, color, and contrast define each element. This layout takes advantage of the concept of reading gravity, and F or Z pattern visual scanning. The graphics and typographical choices illustrate my ability to chose images and fonts that provoke a specific a mood, and support the intended message of the article while appealing to the target audience and maintaining the values of the magazine.





08 SAME BUT DIFFERENT Magazine Covers

Selecting images to accompany text is a fundamental skill for graphic designers. These two magazine covers demonstrate my understanding of the power of context in relationship to imagery. Each composition uses the same primary image, however, the meaning of the image changes based on the accompanying text. These pieces are also examples of my ability to select effective font combinations that enhance the overall design and support the intended message. The compositions show a good use of color and visual hierarchy.



03 *AMETHYST BAY* Full Page Print Advertisement

During my research for this project I discovered that tropical resorts experience their busy season during the U.S. and Canadian winter months; therefore, I created an advertisement that would invited the target audience to take a break from winter and enjoy the tropical sunshine. I chose images that exuded warmth and sunshine, and had a playful nature. I also selected high resolution images that could be scaled without losing image quality, which is an important consideration for print layouts. The images were sourced from Adobe Stock photos and are free from any publishing constraints and allowed for manipulation and alterations.



10 *GO SLOW* Typographic Design

This piece demonstrates my ability to take a slogan used by the client and create a unique design that can be used in a variety of ways. The designs showcases my creative abilities and expresses my flexibility as a designer and artist. I chose to create this piece as vector art using Adobe Illustrator because I appreciate the precision and control this program when creating typographic designs.



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SKILLS

- Graphic Design
- Illustration
- Photography
- Web Design
- Print Design
- Typography
- Project Management
- Process Improvement



EDUCATION

BACHELORS OF ARTS
 GRAPHIC DESIGN AND
 MEDIA ARTS
 Southern New
 Hampshire University
 September 2023

PROFILE

I'm a creative, results driven, problem solver, delivering innovative solutions while maintaining the highest levels of customer focus, professionalism, and communication with 20-years of experience in business administration and strategic project management. Throughout my professional career and my university studies, I have successfully demonstrated my ability to rise to the challenge of each new project and I have a proven track record of accomplishing complex tasks and achieving challenging goals. Together, my artistic abilities, creativity, and problem solving skills enable me to deliver unique, innovative, and holistic solutions that solve visual communication problems. As a person that values efficiency and attention to detail, I strive to deliver quality results that leave a lasting impression and exceed expectations.

WORK EXPERIENCE

- SR. ANALYST**
 Wipro // May 2017 - Aug 2018
 Employed at Hewlett Packard Inc. in the role of a Contract Administrator. Subject Matter Expert for Device as a Service multi-national HP Inc. lease activities and department Records Retention Manager. Responsible for contract evaluation, processing, and completion. Ongoing management of client accounts, including equipment fleet management, change orders, and invoicing. Collaborated with cross organizational teams in support of the customer requirements. Conducted and reviewed moderately complex business analysis. Performed operational performance reviews with the customer/partner and supported improvements plans. Completed monthly and quarterly invoicing cycles, on-time and accurately.
- PROJECT COORDINATOR**
 AVID Center // Feb 2015 - Jul 2016
 Performed a full range of project coordinator and complex administrative support services for the Leadership Development team. Revised policy and procedure manual for Staff Developer Training events and conducted training sessions. Organized and coordinated the financial record keeping necessary for project management and reporting. Managed department budget as needed. Conducted research and assembled information from a variety of sources. Coordinated data, contracts, time sheets, and invoices as needed for temporary contracted employees. Distributed, collected, and analyzed reports, materials, and presentations, including project data, surveys, and event evaluations. Created and maintained data bases, websites, correspondence, marketing, and informational materials. Coordinated logistics for internal and external professional learning and other events. Worked collaboratively with team members and other departments.
- PROPERTY COORDINATOR**
 Cassidy Turley // Feb 2007 - Aug 2009
 On-site management of the "Class A" Edward Jones Southwest Regional Headquarters data center, administration buildings, and training facility. Managed initiation of ISO 9001:2000 quality system and certification. Served as the ISO 9001:2000 Management Representative. Coordinated daily operations of property. Managed and negotiated vendor contracts. Prepared yearly departmental budget forecast. Prepared monthly budget reports. Conducted training and orientation for new employees and current staff. Performed routine property inspections.



Jennifer Elmore

GRAPHIC DESIGNER

TOOLS

- Photoshop
- Illustrator
- InDesign
- After Effects
- Lightroom
- XD
- Dreamweaver
- Basic HTML/CSS

ADDITIONAL COURSEWORK

- Finance Accounting
- Operations Management
- Business Systems
- Analysis and Design
- Human Relations in Administration

CERTIFICATION

ISO 9000:9001
 CERTIFIED INTERNAL
 AUDITOR
 Bizmauls

WORK EXPERIENCE CONTINUED

- OPERATIONS MANAGER**
 S.K. Promotions // Jun 2005 - Apr 2006
 Coordinated operational support activities for the marketing division. Designed web pages and created graphic art according to customer specification. Performed web site maintenance. Maintained electronic database for customer and sales data. Training of sales associates. Responsible for production of company's monthly newsletter. Key role in the design of company web site by collaboration with web developers to identify and define essential components of site functionality. Successfully coordinated and hosted numerous trade show events, creating invitations, promotional materials and booking venues.
- OFFICE MANAGER AND EXECUTIVE ASSISTANT**
 Bridgestone/Firestone Off The Road Tire Company // Jun 2001 - Jun 2005
 Office Manager and Executive Assistant to the Executive Director and General Manager. Supported executive-level projects and management processes. Compiled and analyzed data for monthly reports. Presentation preparation for executive management. Preparation and management of departmental budget. Managed accounts payable, and negotiated office related operating contracts. Executive travel coordination and report preparation. Coordinated events and travel for visiting executives and customers. Created a systematic and reliable computerized Access database for tracking and reporting statistical data specific to customers in Mexico. Conducted staff developer training in Mexico City.