

JEN ADAMS-MAKI

CREATIVE DIRECTOR

4413 Windward Circle
Dallas, Texas 75287
jen.adams.maki@gmail.com
214.886.4142 (text only)
jamgraphicdesigns.com

QUALIFICATIONS

- Extensive knowledge and experience in Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Keynote, PowerPoint, and Word
- Working knowledge of Sketch and After Effects
- Strong understanding of typography and color theory
- Detailed-oriented
- Experienced in a wide variety of creative disciplines
- Understands desired end goals and exceeds those expectations
- Outstanding interpersonal and organizational skills
- Ability to prioritize and manage multiple tasks in a high-pressure environment

EM BRANDS

CREATIVE DIRECTOR | MAR. 2021–NOV. 2024

INDEPENDENT CONTRACTOR | NOV. 2020–FEB. 2021

- Managed all creative responsibilities for Feeling Smitten, Harper + Ari, and Joon x Moon.
- Designed visually appealing and functional packaging for bath and body products, emphasizing brand consistency and product durability. Products included bath bombs, shower steamers, salt soaks, exfoliants, shower foam, bubble bars, and more.
- Developed retailer-exclusive packaging solutions for Target, Anthropologie, HEB, and Whole Foods, enhancing product visibility and appeal, while aligning with brand standards.
- Handled the development and execution of all promotional materials, catalogs, presentations, web banners, and other creative assets.
- Created photorealistic product renders to showcase packaging and branding for marketing and e-commerce platforms.
- Brought all photography in-house. Captured high-quality POW and lifestyle photography for base renders, website images for both internal and external use as well as presentations, promos and catalogs.
- Maintained brand and creative consistency across all customer interaction channels for three distinct brands under a single company umbrella.
- Built and implemented a comprehensive Creative Server from scratch, enabling organized storage and streamlined access to creative assets, projects, and files.
- Developed a data asset naming system to streamline tracking of projects, creative assets, and photos for improved efficiency and organization.

POO~POURRI

PRODUCTION DIRECTOR | DEC. 2019–APR. 2020

SR. PRODUCTION ARTIST | NOV. 2018–DEC. 2019

- Designed and produced graphics for websites, products, social media, static and rich banner ads, email campaigns, and email templates.
- Provided design support to other business lines to create product graphics, logos, packaging, and other similar offline graphics.
- Designed creative brand experiences across multiple environments including trade show exhibits, events, and temporary/permanent installations. Created high-quality visualizations and renderings, shared 3D design files with clients, partners and internal departments.
- Produced dynamic presentation decks to be used by sales to pitch to clients. Accounts included Amazon, Target, ULTA, Bed Bath & Beyond, CVS, Walgreen, Kroger, Nordstrom, and Costco Wholesale.
- Ensured consistency of the brand across all customer touch points.
- Color-corrected photoshoot images and prepared them for digital release.
- Created a Data Asset Naming system to track projects, creative assets, and photos more easily and efficiently.
- Organized the creative server to make it easier to locate assets and projects.



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SELF-EMPLOYED

INDEPENDENT CONTRACTOR FOR A WIDE ARRAY OF CLIENTS | 2009-PRESENT

Materials created for clients include:

- Advertising
- Billboards
- Book Design/Layout
- Branding/Logos
- Brochures
- Business Collateral
- Catalogs
- Decals
- Digital Ads
- Direct Mail Marketing
- Event Logos/Invitations/Signage
- Flyers
- Magazine Design/Layout
- Marketing
- Media Kits
- Posters
- Print Ads
- Newsletters
- Online Ads/Banners
- Postcards
- Posters
- Presentations
- Product Packaging
- Product Promos
- Restaurant Menus
- Signage
- Sponsorship Materials
- Trade Show Materials
- UI/UX
- Vehicle Wraps
- Websites

BELOW IS A PARTIAL LIST OF CURRENT AND PAST CLIENTS:

Aim7
Carolina Beach Physical Therapy
Carter Malouf-Private Jeweler
The Catering Coach
City of Frisco
CTX Plumbing and Electrical
Culture Map
Dizzi Brands
D Magazine Partners
Dallas Child Magazine
Dallas String Quartet
Deliciously Organic
Eddie Gran/Football Coach
Entrepreneurs for North Texas
The Festive Kitchen
Frenkel and Frenkel Law
Gangway Advertising
Glass Slipper Concierge
Hanley-Woods
International Focus Press
Kelly Knight Photography
Korem & Associates
L&P Marketing
Las Colinas Association
NEXREF Technologies
Meadows Museum
Reveal Film & HD Productions
Shawn Humphries Golf
SPARK! Dallas
Stinnett & Associates
The Marketing Arm
Synthetic Grass Launch
Trinity TransCon L.L.C.