design portfolio

BY: JENNIFER DELANY

WELCOME

Hello my name is Jennifer Delany and I am a Senior Graphic Designer with 10 plus years experience in a variety of different industries. I currently live in Orange County, California and I am excited to venture out in my career to a thriving, colorful and upbeat environment. I love design and the processes to execute great aesthetics. I am an excellent team player, detailed oriented, and possess a strong work ethic. I am very flexible and able to meet deadlines in a fast paced environment. Most importantly, I am committed to creating quality designs, and enjoy new challenges.
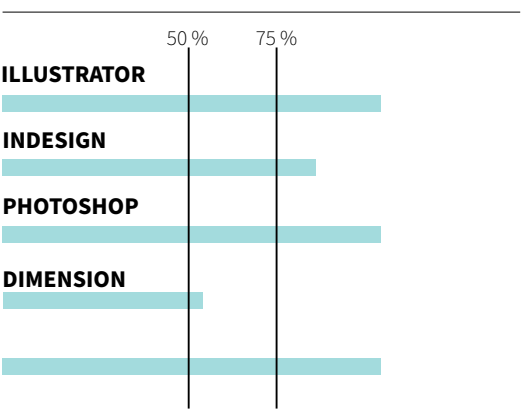
PERSONAL

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SOFTWARE

50 %   75 %

ILLUSTRATOR

INDESIGN

PHOTOSHOP

DIMENSION

WORK

2015 - present

Ubiquiti Networks Inc. - Sr. Graphic Designer
Worked beside a team of Technical Writers in the Illustration of products for Quick Start Guides. Photo editing of products for online marketing, packaging and print materials. Designed graphics for Data sheets and presentations. Created web assets for email blasts, micro sites and online banners.

2012- 2015

Victory International - Graphic Design Manager
Developed branding and package designs for an array of products. Product photography, research and development of logos and in store promotions. Created displays, planograms, and POP displays. Created and maintained company catalogs. Art direction and ran a team of 3 or more of designers.

2009 -2012

Me and My Big Ideas - Production Artist / Graphic Design
Worked as a Production Artist preparing and prepping scrap booking products for commercial print. Created web splash pages and print ads for industry magazines. Designed stickers, papers and scrap booking products for Micheal's, JoAnn's and Hobby Lobby.

EDUCATION

July 2009

Bachelor of Fine Arts, Major in Graphic Design
The Art Institute of Orange County, California

CAREER HIGHLIGHTS

2011   Designed top 10 sold sticker product for Micheal's out of 500 plus skus

2013   Successfully designed and art directed a new brand for tech accessories picked up by Walmart

2019   Designed new look for company data sheet info-graphics

BRANDING

Tools
Adobe Photoshop, Adobe Illustrator and Adobe Dimension

Jon Van Personal Chef

Branding

Project: I created a personal identity for a personal chef centered around clean eating and food delivery. This is for an audience of on the go working professionals and or busy families with a desire for fresh ingredients and guilt-free meals.

Solution: I used vintage images of healthy foods, with a modern and rustic look to reflect the look and type of menu being served, chopped salads and rustic sandwiches. I carried over the design to an app page that could be developed for ordering on the go.

DELIVERY

SALADS

SPRING GREEN

EGG-CELLANT ASPARAGUS

GRILLED ZUCCHINI

GRILLED STEAK AND GREENS

SANDWICHES

CALIFORNIA ADOBO

BLACK BEAN

BLT

VEGGIE SUPREME

SALMON BAHN

REUBEN

GARLIC-Y ROASTED CHICKEN MELT

SIDES
HOMEMADE CHIPS

GREEN TOMATOES

MACARONI SALAD

DESSERTS
CARROT CAKE

CHOCOLATE COOKIE

FUDGE BROWNIE

CALL TO ORDER 323-987-0980

JON VAN
PERSONAL CHEF

EAT WELL

Movido

Branding | Victory International Group

Project: To create branding to attract an audience of fashionable and trendy tech-savvy shoppers who will enjoy a little sophistication in mobile accessories at a slightly higher price point for quality and matching designs.

Solution: A logo, typography, splash page, and package design refined to be simple, clean and elegant.

Verve

Branding

Project: To create a beauty brand with eye-catching patterns and design targeting an audience who likes their beauty brands to stand out in finesse. Whether for gifting or to have a product that one would enjoy leaving out on the counter.

Solution: I Used a gold foil to wrap the box which always provides a high-end aesthetic. Fun and vibrant patterns were designed to attract the eye of the target audience.

WEB
DESIGN

Tools
Adobe Photoshop, Adobe Illustrator
and Dreamweaver

AmpliFi

Wed Design | Ubiquiti Networks

Project: A micro-site for a new wi-fi router and extender package marketing to residential homeowners that need to expand their wi-fi performance throughout the household. The product is designed to be very minimal and can blend in with any home environment.

Solution: I used a soft color palette to stay away from the harsh tech colors usually used in networking or gaming products. The site is kept very clean scrolls down to a simple animation showing how the extender works. This is a plug and play product that needed to portray an easy set-up and can be used by an average homeowner as well as blend into the home.
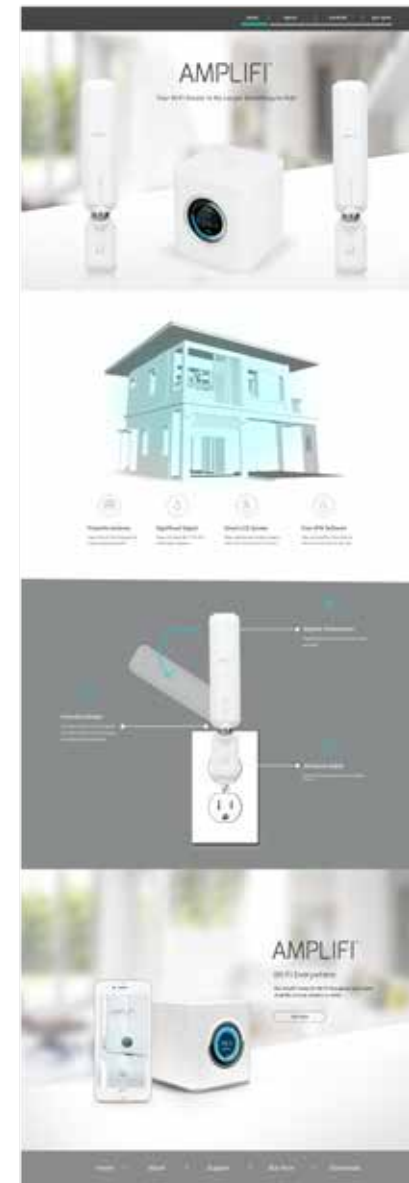
Ubquiti Networks Web Banner Ads

Wed Design | Ubiquiti Networks

Project: Social media advertising for contest being held by Ubiquiti Networks.

Solution: I used a combination of Ubiquiti products and sports to convey the relationship between the event and give away.

MULITIPLE **WAYS** *to* **WIN!**

LEARN HOW

Win Prizes when you Collect the Limited Edition Ubiquiti Stickers!

Purchase a Product to find the Sticker and you could

INSTANTLY WIN!

LEARN HOW

PACKAGING
DESIGN

Tools
Adobe Photoshop, Illustrator and Dimension

Accellorize & iDOT

Package Design │ Victory International Group

Project: To create and present licensed mobile tech accessory products to Walmart.

Solution: I created both logos and packaging designs for Accellorize and iDOT to attract the target audience of Walmart. I wanted the designs to look fun and affordable. The packaging was designed for the consumer to quickly understand how the product's are used.

T-Mobile

Package Design │Victory International Group

Project: T-Mobile package design for licensed tech accessories.

Solution: After studying the T-Mobile image and branding I went with images to match their target audience. We wanted to match the accessories to the colors of the iPhones as well as in the packaging to showcase to T-Mobile.

PRINT
DESIGN

Tools
Adobe InDesign and Photoshop

MUAH Magazine

Print Design

Project: MUAH Magazine is a publication designed around entertainment fashion icons and the fashion-forward minded.

on TOP

WE TALK TO CHLOË SEVIGNY ABOUT BIG LOVE, HER FASHION AND STAYING ON TOP

Chloë Sevigny

41

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the HOT LIST

01 02 03 04 05 06 07

RUNNER'S UP

Ubiquiti Networks Datasheets

Print Design | Ubiquiti Networks

Project: Presented here are different Datasheet
covers done for a variety of products.

UniFi Product Overview

Print Design | Ubiquiti Networks

Project: Design a sales sheet and overview of how the UniFi Enterprise System works. Here I created the collages with a collection of the system UI screens and UniFi products. On the back, we designed a diagram to further explain the system of deployment.

Outdoor Advertising

Print Design

Project: I created an outdoor poster for a clothing brand designed for a young rebellious audience into fashion street wear.

Poster Design

Print Design

Project: A poster design created in 2006 for the Hollywood Street Fair. I have fun designing with shapes, and colors, in contrast with interesting images and thought provoking statements and quotes.
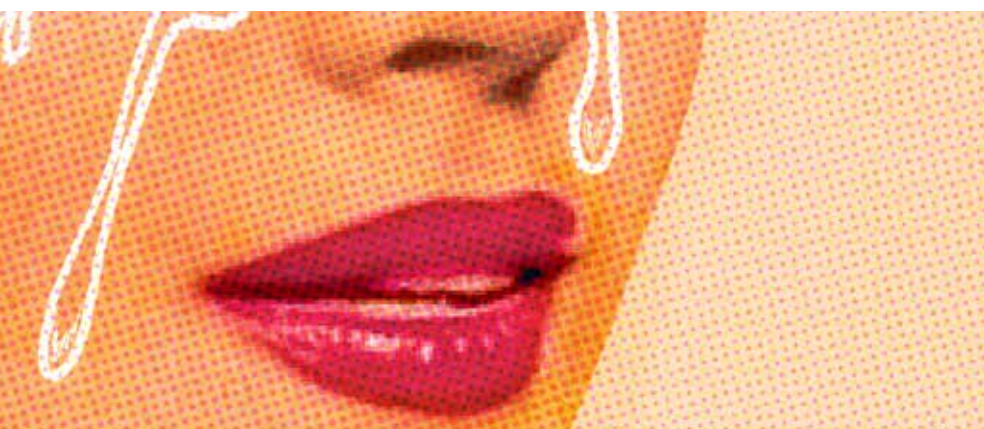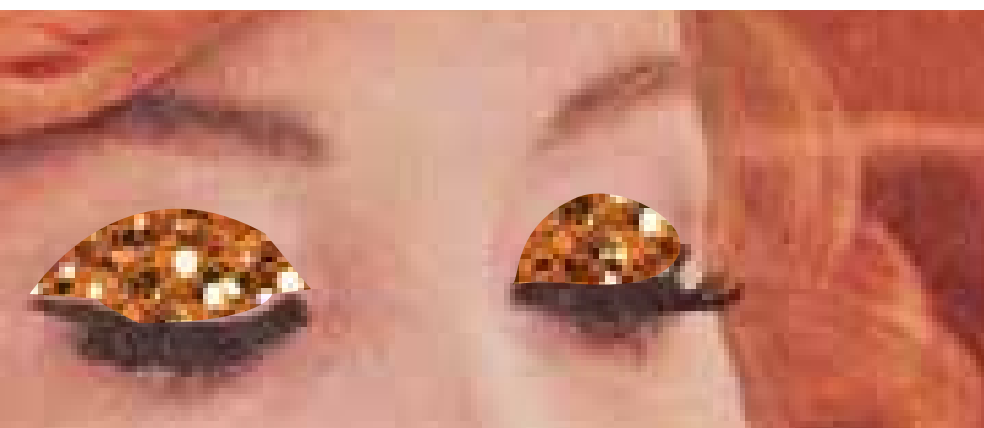
Vintage Modern Stationery

Personal Artwork

Project: Here, I created eye-popping designs mixing vintage and retro images with modern elements juxtaposed with intriguing messages to play off the images created.

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