



Hello, I'm Jen.

I am an award-winning freelance creative director, designer and illustrator with over 20 years international industry experience. I also write, teach and talk about design.

I have been building successful, beautiful brands and thoughtfully applying them across multiple channels – crafting books, websites, online stores, social media, packaging, illustrations and plenty more – for 20 years.

I have led the creative in agencies of varying sizes (both full-time and on a freelance basis) for clients ranging from non-profits & charities, new start-ups, individuals, partnerships, and small boutique brands through to large corporate clients (Bath & Body Works, Blue Bottle Coffee, Discovery Channel, FIAT, PUMA, Penguin Books, New York Magazine).

I also ran my own design studio, Hardhat, for 15 years.

I have a wealth of experience in all aspects of a creative project; concepting and pitching, brand strategy, leading creative, production, launch campaigns, as well as nurturing long-term client relationships. I have helped create, overhaul, guide and grow many successful brands in unique, thoughtful and creative ways across multiple channels.

My work has been regularly featured in design publications and has won several significant design awards including the Dieline Packaging Awards & NZ Best Design Awards.

Now I'd love to work with you.

Jen

Work

2021-current
Burns Group
Senior Designer

2021-2023
Pipeline Equity
Creative Consultant & Lead Designer

2021-2022
Dotdash Meredith
Creative Director & Senior Designer
(freelance)

2019 – 2020
New York Magazine
Senior Designer (freelance)

2002 – 2019
Hardhat Design (US, UK & NZ)
Founder, Creative Director

2001 – 2002
The Interactive Agency (London UK)
Senior Designer – Creative Director

1999 – 2001
EC-1 Design (London UK)
Senior Designer – Creative Director

1998 – 1999
Prince Charles Cinema (London UK)
Marketing Manager

Experience & Expertise

Over 20 years international hands-on design experience at all levels, for all sizes and scales of client and project.

Over 15 years experience as Founder & Creative Director of my own design studio (UK, New Zealand & USA).

Wide-ranging experience working for individuals, small independent companies and major international brands, non-profits, charities and government bodies.

Experienced in all aspects of a creative project across branding, print & packaging, digital and social media design, including: brand strategy, pitching and presenting work, concepting, design direction, client facing, account management, presentations, managing teams, individuals, contractors, suppliers & employees.

Wealth of knowledge and innate passion and curiosity for design, strong conceptual skills,

experience in editorial, digital and social creative, environmental branding, brand systems and design strategy. Consistent curiosity for new techniques and fresh approaches to design and creative trends.

Skilled in taking initiative and working independently as well as collaborating and working alongside others (eg. photographers and illustrators) as part of a team.

Meticulous attention to detail, highly skilled at creative problem solving, and extensive experience developing and implementing scalable 360 design systems. Work extremely well and think on my feet when under pressure, on tight deadlines and with changing demands. Great at multitasking and project management.

Excellent communication & interpersonal skills, working well with peers and/or partners.

Clients

INCLUDE: Bath & Body Works, Bluebottle Coffee, Discovery Channel, Fiat, Jake & Dinos Chapman, New York Magazine, Penguin Random House, Puma

NON-PROFIT / SOCIAL IMPACT: AMA Animal Rescue, Illustrated Impact, Ministry of Stories, NYC Next, Pipeline Equity, Rotary International, Katica Roy, Simons Foundation

Skills

- brand strategy & creative
 - graphic design
 - creative direction
 - print design & production
 - packaging design
 - social media design
 - signage & wayfinding
 - illustration
 - accessible & flexible web & digital design
 - UX/UI
 - marketing campaigns (print, digital, email)
 - flexible logo design
 - typography
- Fluent knowledge of Adobe Creative Suite. Good working knowledge of: iWork, Google Workspace, Microsoft Office, Figma, Trello, Slack

Awards

- [Dieline Packaging Awards](#)
1ST PLACE in category (non-alcoholic beverage)
- [Best Design Awards NZ](#)
SILVER x2 (brand & retail environment)
BRONZE x2 (brand identity & packaging)
FINALIST x2 (brand identity)

Press

- Dagens Industri
- Designers Journal
- Design Assembly
- The Dieline
- Idealog Magazine
- It's Nice That
- Lovely Package
- Monocle Magazine
- Novum Magazine
- StopPress
- Vogue Italia

Publications

- Fantastic Designs in the Store (Artpower)
- Los Logos 8 (Gestalten)
- Meet You at the Café: Beautiful Coffee Brands & Shops (SendPoints)
- Plant Graphics (Sandu)
- Vivid! The Allure of Color in Design (Gingko Press)
- Whet My Appetite: Culinary Graphic Design (Gingko Press)
- Designing Coffee (Gestalten)

[Download Full Portfolio](#)



FINELY crafted COFFEE

THIS SAYS Quality

Outrageously Good

Instagram post: "Which has been your favorite assignment so far?"

High paying jobs available for...

OHIO

MASSACHUSETTS

High paying jobs available for...

CALL BARBARA

Tag us to win!

High paying jobs available for...

Parsons BAKERY
BREADLIERIE & CAFE

ADEN

Design Curator

Interioriors

Travel

Nightly

FINE craft COFFEE

PRETTY BARN Special

Outrageously Good

MIMBLEA

SANTA VITTORIA

ITALIAN SPARKLING WATER WITH A SPLASH OF FRUIT JUICE

BAG HER BEAUTY

BOBBI BROWN

THE BEAUTY CABINET

Instagram post: "3.9 million jobs lost since the start of the pandemic..."

How do you measure inclusion at work?

The Great Resignation: Why Work Isn't Working for Women

Pay equity: why should we normalize it now?

Men account for 79% of all suicides in the US

Maternity care—reborn.

Our Focus

Our Purpose

Our Promise

66 cents: the amount breadwinner moms earn for every \$1 breadwinner dads earn.

\$290 billion the amount of money we could add to families' earnings by closing the gender pay gap. That's 16x the amount spent on Temporary Assistance for Needy Families.

LITTLE VALI ESTATE

HOUSE BLEND

MOCHA JAVA

ROOMS Outside

TO Utility CREATE

LOVE WASH

PLAY Girl WEL

Cool SLEEP sh

COOK Entertain

THE ROSES

Maternity care—reborn.

Less than 20% of US states have a woman governor.

33% of all data & AI roles

Esplanade

little & friday

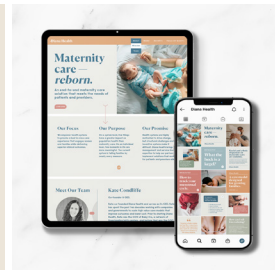
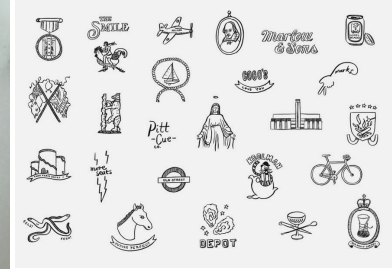
APPLE & PEAR CHUTNEY

little & friday

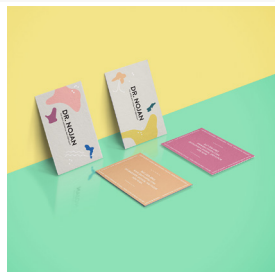
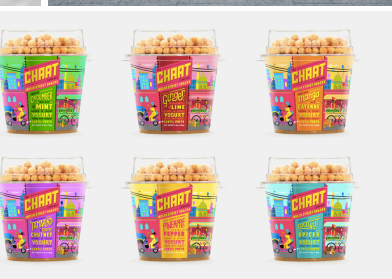
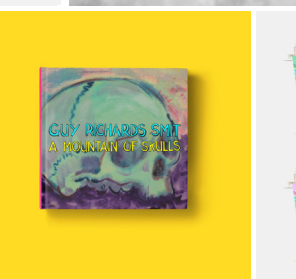
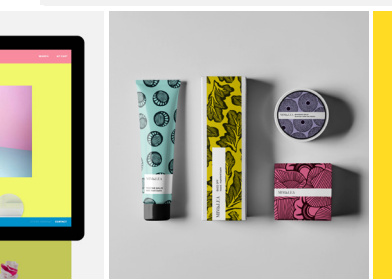
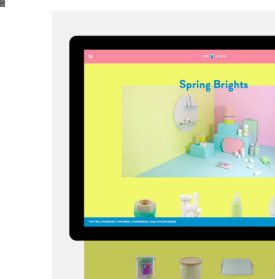
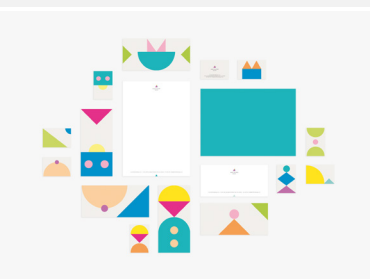
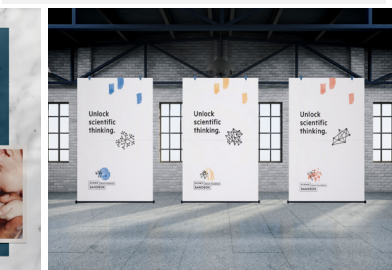
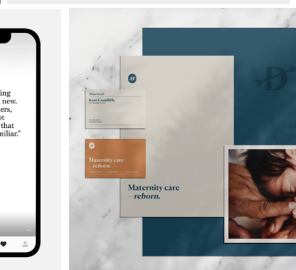
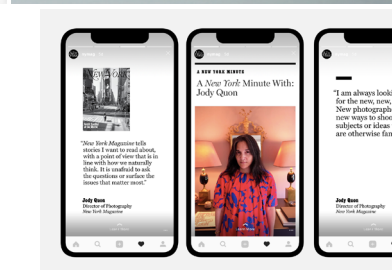
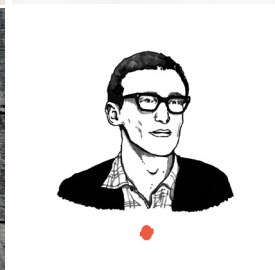
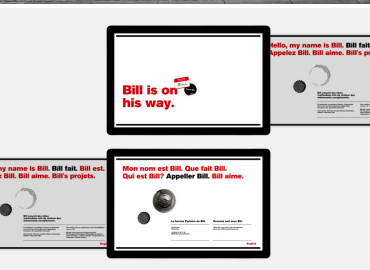
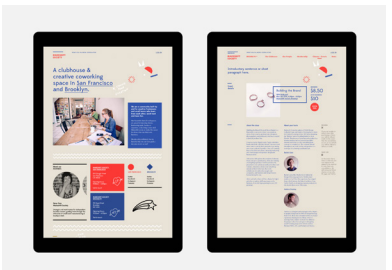
FINELY crafted COFFEE

little & friday

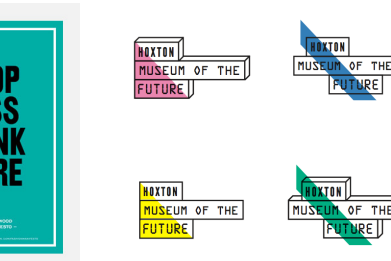
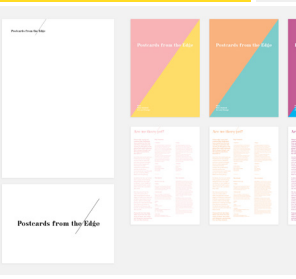
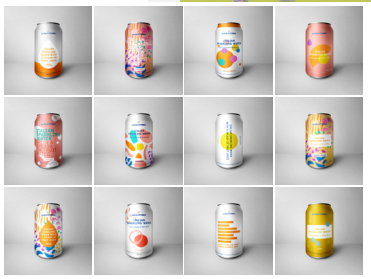
A 50 year old digital magazine.
NEW YORK



An all-star line-up of writers...



GOOD THINGS COME IN TWOS



Highbrow. Lowbrow. Despicable. Brilliant.
NEW YORK

