

JEN TARRANT

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Currently 📌

01/22 – present

PRINCIPAL BRAND DESIGNER • Hopper

10/17 – 4/20

DESIGNER • Hopper

Now:

Leads design of the PR & Marketing Communications team.

Pre-Pandemic:

First design hire outside the product design team. Wore many hats with projects ranging from social media content creation, advertising, data visualizations, company merch, pitch decks, copywriting, app store presence and more. Helped drive and shape the Hopper visual identity and uphold brand consistency across multiple platforms. Acted as PM and managed creative deadlines, meetings, briefs, and team server organization.

forever – present

DESIGNER • Freelance

Designs pitch decks, data visualizations, branding, social media assets, infographics, advertisements and more for early stage start-ups and established businesses. Video-editing for influencer advertising for native platforms, template creation for use by marketers and more.

A few clients: Super Evil Megacorp, Deepcure, Wealthsimple, Hopper, Jobcase, Perch Energy

Archived 📁

04/21 – 12/21

SENIOR GROWTH DESIGNER • Wealthsimple

Lead performance marketing creatives for the Wealthsimple products with a primary focus on Trade and Crypto. Conceptualized and executed new ideas for paid social channels such as Instagram, Facebook, YouTube, Reddit, Snapchat, and TikTok based on data, trends, and reported best practices. Worked with influencers to storyboard new ad content.

08/20 – 03/21

SENIOR DESIGNER • Hive Brands

Focused primarily on marketing, branding, and content creation. Planned and strategized social media calendar. Created email campaigns and advertisements. Owned website imagery: assisted in photoshoot planning and conceptualization, product shot consistency, visual audits, maker collaboration, and digital composites. Managed freelancer workflow.

02/17 – 09/17

SENIOR DESIGNER • Care.com

Worked with CRM marketing team on promotional strategy and testing opportunities for each of the Care.com verticals, lead efforts of email, data journalism and seasonal campaigns: collaborated with copywriters, designed and animated creative, guided production designer work flow, and communicated with engineers on final execution of HTML assets, lead transition to mobile first and accommodation of retina screens for all email marketing

07/15 – 02/17

GRAPHIC DESIGNER • Wayfair

10/14 – 07/15

PRODUCTION DESIGNER • Wayfair

Worked on one of Wayfair's lifestyle brands, Joss & Main.

Collaborated with copywriters to implement concepts and final execution for email newsletters, branded event promotions across mobile, tablet, app, and desktop sites, produced graphics for social media, designed mobile-responsive email templates for daily mailings, created direct mail assets ranging from postcards to full-length catalogs, shaped look and feel of Joss & Main brand. Retouched and composited imagery for use on site and in email.