



**Crafting Brands,
Experiences, and Stories.**

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Education

Concordia University Wisconsin/
Milwaukee School of Art & Design
B.A., Communication Design

Technology

Adobe Creative Suite
Microsoft Suite
G Suite
Keynote
MailChimp
Eventbrite
Wordpress

Facebook
Twitter
Instagram
Linkedin
Pinterest

Affiliations

Director of Design for Good
AIGA-Wisconsin
2015 to Present

Board Member
Milwaukee Adworkers
2012 to 2014

Honors

Milwaukee Adworkers 99 Show
2003, 2004, 2009, 2010, 2011, 2012
Print Regional Design Annual
2002, 2004
Comm Arts Exhibit, 2008
Comm Arts Web Pick, 2010
Graphis Annual, 2008
Clio Healthcare Awards
2009 Silver, 2010 Bronze

Freelance Designer

The Kuhniverse, Milwaukee, WI: Present

"Your ego is not your amigo."

Work with a variety of companies and agencies on a consultant basis, assisting, educating, encouraging, and creating branding and digital solutions with purpose and impact. Execute a wide variety of work including: brands and re-brands, program and product launches, event planning and coordination, integrated marketing campaigns, and content creation.

Owner

Untitled Creative Studio, Milwaukee, WI: 2015 to 2018

*"We spend a lot of time designing a bridge,
and not enough time thinking about the people who cross it."*

Helped build thoughtful, unique, and purposeful brands and digital experiences by taking a user-focused approach. Combined strategy, empathy, and technology with customer and visitor experiences to concept, design, write, and produce a variety of well-crafted and creative solutions across digital, social, and print channels.

"I get by with a little help from my friends."

Collaborated and coordinated with remote teams. Guided the creative process, as well as contributed as a hands on member of teams to achieve high-quality work and meet client goals. Helped develop prototype, testing, and measurement systems.

Associate Creative Director

Jigsaw, Milwaukee, WI: 2011 to 2015

"I heart brands."

Led large branding initiatives to develop verbal and visual solutions, created and facilitated brand, style, and UI guides and templates to keep brands consistent, and delivering highest quality results.

"The best part of managing is growing people."

Mentored, educated, and elevated creative teams through brainstorming/concept sessions where we set goals and objectives, developed quantifiable measurements, prioritized workloads to meet strict deadlines and budget, and executed well-crafted work.

Senior Art Director/Designer

Jigsaw: 2006 to 2011

"Not everything is #000000 and #ffffff."

Created a variety of brand assets including: styles (color, fonts, images, patterns, icons, voice and tone), identity systems, responsive websites, collateral systems, and marketing materials. Concepted and executed award-winning ad campaigns including: print, digital, outdoor, TV, video, and social.

Co-Founder, Overnight Buses Travel Magazine: 2012 to 2015

Senior Designer, Hanson Dodge Creative: 2006

Art Director/Designer, Octane: 2002 to 2006

Designer, Freelance: 2001 to 2002 and Core Creative: 2000 to 2001