jeni levine CREATIVE

SUMMARY

Award-winning Graphic and Production Designer with 26+ years of experience delivering high-volume marketing campaigns and production-ready creative across print, digital, environmental, and experiential media. Expert at translating creative direction into polished deliverables while maintaining brand standards across campaigns and multiple touchpoints. Brings deep expertise in production, prepress, large-format graphics, vendor coordination, and campaign rollouts, with a proven ability to collaborate across creative and marketing teams, manage competing priorities, and deliver quality work under aggressive deadlines.

SKILLS

Graphic Design	Brand Standards	Workflow Optimization
Production Design	Conceptual Development	Project Management
Art Direction	Marketing Campaigns	Vendor Management
Print + Digital Design	Cross-functional Collaboration	Quality Control
Environmental Graphics	Team Leadership	Prepress
Vehicle Wraps	Training & Onboarding	Customer Service

SOFTWARE

Adobe Photoshop	Figma
Adobe InDesign	CoreBridge
Adobe Illustrator	Jira / Kanban
Adobe Acrobat Pro	Trello
Microsoft Office	Slack
Google Workspace	Teams

FREELANCE GRAPHIC & PRODUCTION DESIGNER | FRANKLIN, TN

MARCH 2022 – PRESENT

- Partner with corporate marketing teams and agencies to develop and execute integrated marketing campaigns across print, digital, email, social media, and environmental graphics.
- Translate creative direction into polished, brand-consistent deliverables while maintaining established visual identity systems across multiple customer touchpoints.
- Collaborate closely with creative directors, marketers, copywriters, vendors, and cross-functional teams to deliver high-quality work on aggressive timelines.
- Guide projects from concept refinement through final execution, preparing production-ready artwork for print and digital distribution.
- Manage project timelines, creative workflows, and competing priorities while maintaining clear communication with clients and cross-functional partners in a fully remote environment.

GRAPHIC DESIGNER / INSIDE SALES / PROJECT MANAGER | 12-POINT SIGNWORKS | FRANKLIN, TN

JANUARY 2020 – FEBRUARY 2022

- Designed branded environmental graphics and marketing signage for businesses across a wide range of industries, balancing creative vision with fabrication requirements and business goals.
- Served as the primary customer-facing representative, handling inbound calls, walk-in customers, project communication, and client support throughout the production process.
- Produced print-ready artwork using Adobe Creative Suite while ensuring brand consistency, production accuracy, and cost-effective execution.
- Oversaw installations, created installation elevations, and partnered with production teams to ensure successful project completion.

GRAPHIC DESIGNER | BIG VISUAL GROUP | ANTIOCH, TN

APRIL 2019 – JANUARY 2020

- Designed branded environmental graphics across diverse industries while collaborating closely with the Creative Director on custom client solutions.
- Produced accurate production files, identified potential fabrication issues, and ensured high-quality execution.
- Developed templates, organized creative assets, and improved internal workflows to support greater design consistency and efficiency.

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CONTRACT GRAPHIC DESIGNER | RAMSEY SOLUTIONS | FRANKLIN, TN

APRIL 2018 – APRIL 2019

- Designed custom experiential displays, print collateral, and web graphics supporting multiple in-house marketing teams.
- Collaborated with Creative Directors, vendors, and cross-functional teams to develop concepts, create mockups, and deliver production-ready creative.
- Managed materials research, vendor coordination, project specifications, and creative assets for large-scale experiential projects.

ASSOCIATE DIRECTOR OF PRODUCTION DESIGN | ADVENT | NASHVILLE, TN

APRIL 2015 – NOVEMBER 2017

- Designed large-scale experiential graphics for collegiate athletics, professional sports, and higher education environments.
- Collaborated with cross-functional teams to deliver creative solutions under fast-paced, evolving project schedules.
- Managed production workflow and resource allocation for the entire in-house production team, while coordinating overflow work with the offshore production team in Warsaw, Poland to ensure deadlines were consistently met.
- Managed project timelines, creative assets, agency communication, and client feedback throughout project lifecycles.
- Created client presentations, production documentation, and installation packages supporting successful project execution.
- Developed a comprehensive onboarding process that improved new designer integration and team efficiency.

SENIOR GRAPHIC DESIGNER | CAESARS ENTERTAINMENT | GULFPORT, MS & LAS VEGAS, NV

JULY 2002 – OCTOBER 2014

- Created award-winning integrated marketing campaigns for 40+ Caesars Entertainment properties, including casinos, restaurants, entertainment venues, VIP events, and resort promotions.
- Designed integrated print and digital marketing campaigns across 20+ entertainment, hospitality, and gaming brands while maintaining strict brand standards.
- Collaborated with cross-functional creative teams to deliver high-volume marketing campaigns under aggressive, constantly shifting deadlines.
- Supervised the creative team, managing workload distribution and employee performance while ensuring projects remained on schedule.
- Art directed photo shoots, including talent selection, shot planning, and on-site creative direction.
- Maintained enterprise asset libraries and retouched thousands of images to ensure brand consistency across multiple properties.
- Managed vendor relationships, print specifications, specialty finishes, proof approvals, and production quality.

GRAPHIC ARTIST | TREASURE BAY CASINO RESORT | BILOXI, MS

JANUARY 2000 – JULY 2002

- Designed marketing collateral supporting a distinctive pirate-themed casino resort brand across gaming, entertainment, dining, promotions, and guest communications.
- Produced high-volume print campaigns and large-format environmental graphics while maintaining brand consistency across all departments.
- Managed print production by writing specifications, coordinating vendors, reviewing proofs, and ensuring high-quality execution.

EDUCATION:

- UNIVERSITY OF ARKANSAS AT LITTLE ROCK | Degree: BA in Art with Graphic Design Emphasis

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