

JENNIFER LADERMAN

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EXPERIENCE

WHP Global

Senior Art Director // April 2022 – Present

Work in coordination with the e-commerce team, brand teams, and external agencies to execute all photoshoots for fashion and athletic brands at WHP Global - ranging from e-commerce PDP to seasonal campaign photoshoots. Coordinate with all brand licensees to ensure representation of all available product at photoshoots and coordinate samples once received. Manage, organize, and distribute all seasonal creative assets to all teams, agencies, and licensees in a timely manner. Oversee all social media content for fashion brands and align with the marketing and e-commerce teams to meet brand goals.

E-Commerce Graphic Designer // April 2021 – April 2022

Responsible for translating strategic marketing objectives into on-brand content that drives the creative positioning for the Anne Klein e-commerce platform. Produce and direct all e-commerce photo shoots including all communication with 10 brand licensees, photo studios, and talent agencies. Lead the design of newly acquired brands e-commerce platforms in coordination with the brand management team.

Nautica

DTC Visual Designer/Coordinator // June 2020 – April 2021

Lead all in-store creative from window displays, signage, and props to the merchandising of product. Work closely with the Merchant teams to highlight big ideas focused on product. Coordinate with the Marketing team on all signage and distribution for the stores. Continued collaboration with the Design team and the e-commerce designers throughout all seasonal development to ensure brand cohesion.

Visual Graphics Coordinator // September 2017 – June 2020

Coordinate with the Graphics, Marketing, and Visual Merchandising teams on the creation of in-store collateral, selection, and creation of props and visual displays to be used in wholesale and outlet stores. Create distribution lists for all store assets and communicate with store teams and external vendors for execution. Concept and collaborate with the Design team to market and merchandise product from the beginning stages of each season and then see all the concepts through with emails, in-store collateral, and site design in coordination with all designers.

Casey Altman Designs, Inc.

Freelance Graphic Designer // August 2017 – October 2017

Established brand guidelines for a financial advising firm, adapted a fine artists' website design with the emerging design trends, updated graphics for use on social media, and assisted the principal designer when needed.

Here's My Chance

Creative Co-Op // March 2016 – June 2016

Proposed and created social media campaigns to promote company business announcements, direct client project contributions included: homepage infographics, construction of new icons for brand identity, and graphics for special event program and poster designs.

SKILLS

adobe creative suite // web design // photoshoot production
video editing // art direction // marketing // event activation
brand identity // visual merchandising // publication design
dslr photography // mac proficient // project management

EDUCATION

Drexel University

Philadelphia, PA

Bachelor of Science in Graphic Design
Minor in Marketing

Foundation for International Education

London, England

Major-intensive Study Abroad Program

ORGANIZATIONS

AIGA

2016 – Present

Professional Level Member
2020 & 2022 // NY Early Career Mentorship
Program Participant

Banktastic

2019 – Present

Millennial Advisory Board Member

Delta Phi Epsilon Sorority

Fall 2013 – Spring 2017

Vice President of House Management // 2015
Informal Recruitment Chair // 2015 – 2016
T-Shirt Chair // 2014 – 2017

Hillel at Drexel University

Fall 2013 – Spring 2017

Jewniversity Staff Member // 2014 – 2015
Welcome Week Chairperson // 2016
Senior Committee Member // 2016 – 2017
Presenter at First Annual Leadership Summit // 2017

Drexel Panhellenic Council

Fall 2013 – Spring 2017

Head of Recruitment Design // 2016
High Heel Derby Design Chair // 2017

Meor Student Group

Fall 2013 – Spring 2017

Maimonides Leadership Fellowship // Fall 2013
Israel Seminar Trip // December 2013
Maimonides II // Winter 2015