

Jennifer Lin Ford

Creative Director, Brand
Manager & Designer

jennifer.ford.design@gmail.com

jenniferlinford.com

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education

May 2016

University of Florida

Master of Arts in Mass Communication
specializing in
Web Design and Online Communication

Dec 2010

Idaho State University

Bachelor of Arts in Mass Communication
specializing in
Visual Communication/Graphic Design

Nielsen Norman Group

Certificate in User Experience

of note

AIIGA National Board

Presidents Council Chair
2022-2024 term

AIIGA National Chapter Advisory Council

Chapter Advisory Council Member
2020-2022 term

AIIGA Gainesville

Founding President of Gainesville chapter
of the professional association for design

AIIGA Design For Democracy

National Committee Member

StartupGNV

2019 Advisory Council Member

Gainesville Tech Association

Board Member

UF College of Journalism and Communications

Adjunct instructor, May 2017-Present

work experience

University of Florida

College of Journalism
and Communications

Jan 2021 - present
Gainesville, Florida

Director, Marketing & Communications

Manage and develop new branding and messaging, strategy, social media and collateral for the College of Journalism and Communications. Create new guidelines for social media accessibility and focus on recruitment, a culture of care and good user experience college-wide.

University of Florida

College of Journalism
and Communications

Nov 2017 - Dec 2020
Gainesville, Florida

Marketing & Communications Manager, UF CJC Online Graduate Programs

Lead and developed new branding and messaging, managed all communications, strategy, social media and promotions for the graduate programs, contributing to a more than 100% increase in online graduate student enrollment from 2017-2020.

University of Florida

UF Online

May 2016 - Nov 2017
Gainesville, Florida

Senior Graphic Designer & Social Media Manager

Lead the graphic, web and print projects and provide art direction for all marketing efforts for UF Online. Manage a team of employees and student staff for graphic design, project management and social media strategy.

University of Florida

Career Connections Center

May 2015 - May 2016
Gainesville, Florida

Multimedia Developer

Responsible for all of the visual communication needs of the Career Connections Center to communicate with their various stakeholders and campus partners. Manage, hire, supervise student interns for design and marketing.

The New York Times

New York Times Syndicate
July 2012 - May 2015

Graphic and Page Designer

Manage production on 15 spanish language publications for The New York Times International Weekly, a stand-alone section within newspapers in 24 countries. Developed the prototype and launched "Spending Well" supplement, winner of 2015 NYT Publisher's Award.

Vivid Concepts Magazines

Editor & Art Director

2010 - 2012 Pocatello, Idaho

Steele & Associates Branding Agency

Graphic Design & Branding Intern

2010 Pocatello, Idaho

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