

# Jane Puttanniah

## COMMUNICATIONS SPECIALIST/ ART DIRECTION / MARKETING

Seeking an opportunity to employ my background in communications, art direction and graphic design within a dynamic setting to elevate overall reach



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### EMPLOYMENT

- 2012-Current **SENIOR ASSOCIATE ART DIRECTOR**  
*Development Marketing & Communications at Penn*

Executes and directs the development of a diverse array of leadership publications, websites, and collateral materials. Establishes and maintains brand standards for DAR's graphic identity; including the creation and implementation of logos, infographics, invitations, case statements, newsletters, websites, and mobile experiences. Creates artwork and prepares assets for both CMS and html web interfaces. Oversees dept. photoshoots. Has built an invaluable network of colleagues and vendors.
- 2008-2012 **ASSOCIATE ART DIRECTOR**  
*Development & Alumni Relations, Programs & Special Events at Penn*

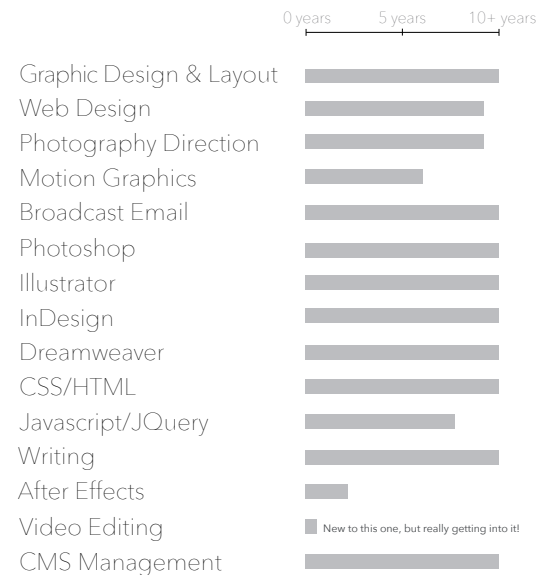
Implemented and designed stage set-ups for touring events, much of which is still in use. Designed event graphics, logos, and invitations for key development and alumni relations programs.
- 2006-2008 **ASSISTANT DIRECTOR**  
*Development & Alumni Relations, Programs & Special Events at Penn*

Planned reunion, engagement and development events. Produced staging materials for travel events, designed marketing materials, promotional items, invitations, design and management of all signage production, supervised all graphic elements for Programs & Special Events. Led marketing plan and designed most collateral pieces for the campaign kick-off celebration.

### EDUCATION

- 2001-2004 **HISTORY OF ART**  
**School of Arts & Sciences**  
University of Pennsylvania
- 1997-1999 **APPAREL & TEXTILE DESIGN**  
**Shannon Rodgers & Jerry Silverman School of Fashion Design & Merchandising**  
Kent State University

### PROFESSIONAL SKILLS



### PERSONAL SKILLS

Creativity  
Organization  
Communication  
Team Player  
Self-Starter

FREELANCE PROJECTS

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- CURRENT **Social Invitations**  
*Various Clients*  
Creates various wedding, shower (bridal and baby), and anniversary party invitations for clients upon request.
- CURRENT **Contributer**  
*MommyNearest.com*  
Written pieces and photography/graphics to support their Philadelphia vertical.  
<https://www.mommynearest.com/edition/philadelphia/article/these-philly-photographers-will-help-you-get-the-perfect-photo>
- 2015 **Alumni Magazine Layout; Gala logo and Invitation Package; Event Program**  
*Cabrini College*  
Created the layout for their Winter/Spring Issue, including Illustrated cover art.  
  
Created a logo and brand guidelines for their Gala as well as a graphic for an award that falls under the umbrella brand of the event. Also designed and managed production of the invitation and coordinating event program.
- 2013 **Logo and Brand Identity**  
*SWS Mountain Guides, California Mountain Guides*  
Created a logo and initial brand identity to help them package their idea to help get it off the ground. They are currently using this logo and graphic guideline to help shop their idea around to different parts of the national park service.
- 2013 **Logo; Website; Collateral Marketing Materials**  
*My Heartmap Challenge, Dr. Raina Merchant*  
*Perelman School of Medicine, University of Pennsylvania*  
Designed and developed the logo, website, and marketing materials, along with a marketing strategy for a contest through the Perelman School of Medicine to identify AEDs throughout the city of Philadelphia. I was a key member of the leadership team and worked with a third party company to design the mobile app used throughout the contest. Our work, led by Dr. Raina Merchant, recieved a wealth of media coverage including mention in *Wired Magazine*, *6ABC*, *CBS*, *Newsworks*, *The Economist*, *Be Well Philly*, and *The Philadelphia Inquirer*. The leadership team was also able to use the templates I created to launch a design contest occuring one year later. [www.myheartmap.org](http://www.myheartmap.org)

REFERENCES AND PORTFOLIO AVAILABLE UPON REQUEST