



Jill Zelenski

Senior Designer

Education

Michigan State University, BFA in Studio Art with a concentration in Painting and Graphic Design

Position with Firm

2019–present **Senior Designer.** Contributes to the development and organization of the firm’s brand standards and house style guide in the designing and formatting of PSC content. Ensures all projects reflect the firm’s commitment to quality, professionalism, and objectivity. Mentors PSC staff in the use of PSC branding and style.

Previous Professional Experience

2016–2019 **Art Director/Graphic Designer,** *Redhead Design Studio*, Lansing, Michigan. Created brands and campaigns. Designed publications and other promotional print materials. Worked with clients to create and nurture their website and social media presence.

2016 **Graphic/Web Designer,** *Baudville*, Grand Rapids, Michigan. Created new products and assisted in catalog layout. Designed email, social, and Web imagery.

2013–2016 **Graphic/Web Designer,** *TechSmith*, Okemos, Michigan. Maintained brand standards. Created promotional materials, print collateral, trade show booths, social media advertisements, and webpages.

2013 **Creative Assistant,** *Riverview Church*, Holt, Michigan. Assisted the creative director by designing print and digital event materials.

2012–2013 **Graphic Design Intern,** *MSU Career Services Media Studio*, East Lansing, Michigan. Designed promotional materials and other print collateral for the Broad College of Business.

Technical Skills

- Adobe Creative Cloud: Illustrator, InDesign, and Photoshop
- Squarespace, Wix, and Wordpress
- Sketch