

Jenna Short

Graphic Designer/Baker



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web: jshortdesigns.com

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education

- September 2004* **The Art Institute of Boston at Lesley University, Boston, MA**
-December 2007 B.F.A in Graphic Design and Photography
- January 2007* **Central Saint Martins College of Art and Design, London, UK**
-September 2007 B.F.A Study in Design and Advertising
- May 2006* **Lorenzo de' Medici, Florence, Italy**
-July 2006 B.F.A Study in Public Relations and Fashion Design
- September 2003* **Bar Ilan University, Tel Aviv, Israel**
-June 2004 B.F.A Study in Liberal Arts and Marketing

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design experience

- December 2009* **ShortbreadNYC, New York, NY**
-Present **Owner/Graphic Designer/Chef/Party Planner**
Created my own custom boutique events company
(*See supplementary resume attached)
- July 2008* **Bon Appétit Magazine, New York, NY**
-December 2009 **Graphic Designer/Photographer**
Worked in the promotions department of Condé Nast's food magazine. Organized and designed large scale national events, in book advertorials and promotional web and printed pieces.
- May 2008* **Cahoots, Boston, MA**
-June 2008 **Graphic Designer/Photographer**
Worked on several corporate identity projects for clients like *McLean Hospital* and *CitiBank for the Wang Theater*. Designed stationery, web, book and illustration design.
- December 2007* **The Exhibit Source, Newton, MA**
-May 2008 **Graphic Designer & Project Manager**
Worked on several large scale 3D Exhibition clients like *Accenture*, *Coke* and *Neutrogena*. Worked on promotional pieces for worldwide trade show handouts and presentations.
- February 2007* **Fleishman-Hillard International Communications, London, UK**
-September 2007 **Junior Graphic Designer and Layout Artist**
Public relations agency corporate and promotional design projects for clients like *Pampers*, *FiberSure* and *The Olympics*. Designed *UK's Conservative Party* issues book. Designed Advertorials and promotional design pieces for other clients.

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- June 2004* **JshortDesigns: Freelance**
-Present **www.jshortdesigns.com**
Client list available upon request

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Interests

Baking
Food & Wine
Travelling

skills

- Mac OS X**
Expert level
- Adobe Creative Suite cs6 (and below)**
Expert level
- Flash, Dreamweaver & JavaScript**
Good working knowledge
- Microsoft Office**
Expert level
- Typography, Vector Graphics & Layout skills**
Expert level
- Photography**
Expert Level. Minor Degree in digital shooting

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professional affiliation & exhibitions

- American Institute of Graphic Art (AIGA)**
- Design & Art Direction (D&AD)**
- Grafik Runway, Senior Design Show, Art Institute of Boston, Boston, MA**
Planned, designed, and curated a typographic graphic design fashion show using printed materials as fashions
December, 2007
- Second Year Degree Show, Central Saint Martins Truman Gallery, London, UK**
Showcased Student Work from Central Saint Martins
June, 2007
- Regional BFA Exhibition Boston University, Boston, MA**
Showcased selected pieces from a year long pictogram and terrorism research project
February 2006

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Hire Me!

References available upon request.

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Freelance Design client list

Milk Street Cafe

Boston MA | New York, NY

Designed all collateral. Photographed and digitally mastered all food items and new restaurant.

Diablo Royale

New York, NY

Designed all promotional collateral for restaurant

Ruby Gelman, Pediatric Dentistry

New York, NY

Edible promotions for dental office

Art Institute of Boston

Boston MA

Designed school's promotional brochure booklet

HotNosh

Brookline, MA

Website and brand identity for vending company. Used in *Fenway Park*, *Agganis Area* and *The Boston Garden*.

East Side Group

Boston, MA

PowerPoint presentation for several meetings. Designed template for client to apply to all future presentations

NYU

New York, NY

Posters, flyers and promotional pieces for school events

Bach Center

New York, NY

Re-Brand for a start up research company

Shalhevet

New York, NY

Posters, flyers and promotional pieces for organizations events

Garden & Gun Magazine

South Carolina, SC

Advertorials for South Carolina's Home and Country magazine.

APMG/IPMG

London, UK

HTML email templates for company's email blasts

Study Logic/Survey Act

Cedarhurst, NY

Website design for survey software

Krazy Keepas

Lawrence, NY

Posters, flyers and promotional pieces for sales

Carla Home Productions

Westchester, NY

Layout, mood boards and color design for an interior designer

The Classic Smile

Medford, MA

Dental office re-brand and consistent marketing projects. Edible promotions.

Cahoots

Boston, MA

Worked on several corporate identity projects for clients like *McLean Hospital*, *Fontbonne Girls School* and *CitiBank for the Wang Theater*. Designed stationery, web, book and illustration design.

YAS

New York, NY

Catalog design for International engineering company.

E!: Maria Menounos

Los Angeles, CA

Designed and made necklaces to wear on air

Boston University Dental School

Boston, MA

Photoshop designer for photo edits for dental presentations

Audra

New York, NY

Wedding Invitation Design. Designed all wedding collateral including: placecards, itinerary, bookmark, posters, slideshow, directional signage, rsvp cards, envelopes and menus.

Edelman

Boston, MA

Bar Mitzvah Invitation and personalized gifts

Shortbread

Bakery / Custom Orders / Private Chef



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employment

- December 2008* **Shortbread**
-Present **Owner/Baker**
Created Shortbread in 2008 as a way to merge my passions and skills as a chef, graphic designer and a photographer. I live what I love and I love what I do.
- October 2008* **Chef Jonathan Lindenuer**
-November 2010 **Sous Chef**
Worked under Michellen 4-star trained chef for 2 years to learn necessary skills and techniques in the culinary world
- July 2008* **Bon Appétit Magazine, New York, NY**
-December 2009 **Graphic Designer/Photographer**
Organized and designed large scale national events, advertorials and promotional pieces. After a year I was hired to work both in the design department and the test kitchen for client and culinary events

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as seen in

- March 2011* **Art Institute of Boston Catolouge, Boston, MA**
-Present featured alum (potential student circulation)
- March 2010* **Bon Appétit Magazine, New York, NY**
-Present Custom Facebook and Twitter Cupcakes (18 million annual circulation)
- April 2008* **Tastespottting / Foodgawker**
-Present Healthy & delicious recipes
- December 2011* **Abe's Market**
Featured as a top vendor for custom healthy treats
- December 2010* **The Knot Magazine, New York, NY**
Featured as a top wedding vendor for custom treats, desserts and party favors
- December 2010* **Bon Appétit Magazine, New York, NY**
Huhu cookies featured in the top gluten free desserts (18 million annual circulation)
- August 2010* **Mexico Tourism, Baja, Mexico**
Sent to Mexico to write an article on the up and coming culinary world of Baja and featured in Bon Appétit (18 million annual circulation)
- December 2010* **Instyle Magazine, New York, NY**
Chocolate truffles pops featured as a holiday must have

Total Reach
414,110
Female 69%
Male 29%
Ages 18-54

social media

- Facebook** { 1k followers }
- Blogger** { average 4k hits per month }
- Twitter** { 300 followers }

large private events

- Holiday party** { March 2012 }
Private dinner for 40
- Custom party** { February 2012 }
Private dinner for 30
- Supper Club Series** { January - February 2012 }
Private themed dinners for 15 (10 dinners)
- Holiday party** { January 2012 }
Private dinner for 20
- Vegan & gluten free wedding** { December 2011 }
Catering for 200
- Cupcake decorating bridal shower** { March 2011 }
500 party guests

...and several other custom healthy dinner parties, edible promotions and cupcake parties. Average about 4 major events per month and several custom orders throughout the month...

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public events & classes

- Customized cooking classes** { December 2011 - Present }
JCC Manhattan (2-3 monthly classes - 50 people per class)
- Edible Promotions** { January 2010 - Present }
Woman's Day Magazine | New York, NY
- Corporate Events** { December 2011 - Present }
Country Living Magazine | New York, NY
Plan, design, and cater parties for *Heart Publications*
- Treat Yourself Tuesday** { December 2011 - Present }
Shop it to Me | New York, NY
Custom logo cupcakes each week for fashion clients (100 per week)
- Client Events** { January 2009 - Present }
Martha Stewart | New York, NY
- DIY Mexican taco fiesta (100 people)
 - McCain custom magazine lunch buffet (100 people)
 - Rustic Italian lunch (40 people)
 - The Cookie Jar event (5k cookies - NYC marketing)
 - Whole Living Marketing Event (7k muffins - NYC marketing)
- Holiday Party** { November 2011 }
Keds | Boston, MA
custom logo cupcakes and treats for event with *Lord & Taylor* (1000)
- Alumni Culinary Event & Edible Promotions** { October 2011 }
Boston University, Boston, MA
- Healthy Dessert Buffet & Seminar** { September - August 2011 }
Pure Yoga | New York, NY & Equinox | New York, NY
Showcased delicious treats and recipes for members to enjoy

Shortbread

Bakery / Custom Orders / Private Chef

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Shortbread NYC client list

Bon Appétit Magazine

Boston MA | New York, NY

Martha Stewart

New York, NY

Bread Tribeca

New York, NY

Ruby Gelman, Pediatric Dentistry

New York, NY

Art Institute of Boston

Boston MA

Time Warner Cable

New York, NY

Woman's Day Magazine

New York, NY

Country living Magazine

New York, NY

Shop It To Me

New York, NY

W Magazine

New York, NY

Boston University

Boston MA

Pure Yoga

New York, NY

Ked's

Boston MA

Baking for Good

New York, NY

InStyle Magazine

New York, NY

Vanity Fair

New York, NY

Abe's Market

Chicago, IL

The Meeting House

New York, NY

Market Wire

New York, NY

Daily Worth

New York, NY

Equinox

New York, NY

JCC Manhattan

New York, NY

The Classic Smile

Boston MA