

Jenna Shanker

| SENIOR DESIGN CREATIVE
| BRAND SYSTEMS & ART DIRECTION

jenshanker.com
jennashanker@gmail.

ABOUT

I craft bold, story-driven visuals through typography and branding for screens, platforms, and physical spaces. Experienced senior design creative with 5+ years of building cohesive brand systems and multi-platform campaigns across digital and print.

University of Washington – Bachelor's in Visual Communication Design

WORK HISTORY

TikTok – Senior Brand Designer (contract)

Feb 2026 to Sept 2026 | Los Angeles, CA

Shape the evolution of TikTok's global brand identity through scalable visual systems and creative direction across key touchpoints. Drive product brand development and cross-platform cohesion across the broader ByteDance app ecosystem. Partner cross-functionally with product, marketing, and creative teams to translate platform innovation into scalable brand frameworks.

Hulu – Design Manager, Brand & Hulu Originals

May 2021 to Feb 2026 | Los Angeles, CA

Lead end-to-end design for integrated campaigns across print, digital, social, and OOH platforms, with a focus on brand identity and storytelling. Developed screen-ready title treatments for Hulu original shows. Collaborated cross-functionally with growth, editorial, and motion teams to align creative vision and brand strategy. Produced VIP mailers, packaging, PR kits, and tentpole brand experiences.

A Design Studio Seattle – Designer

July 2020 to May 2021 | Seattle, WA

Designed signage, wayfinding systems, and brand identities with an emphasis on typography, and spatial impact. Gained experience in packaging layout, environmental design, and physical signage production.

Henry Art Gallery – Visual Communication Design Intern

Oct. 2019 to May 2020 | Seattle, WA

Collaborated with curators and artists to design exhibition collateral, including print materials, title walls, and gallery guides. Simplified complex concepts into clear, visually engaging communication tools. Focused on creating accessible, brand-aligned visuals that supported the museum's curatorial voice.

Pacific Wave Magazine – Art Director

Sept. 2018 to May 2020 | Seattle, WA

Directed the visual style of a campus-wide publication, overseeing a team of designers and illustrators. Designed full editorial spreads, covers, and visual systems for print & digital editions.

SKILLS & CORE COMPETENCIES

Design Tools: Photoshop, Illustrator, InDesign, Figma, After Effects

Creative Expertise: Brand Identity, Typography, Layout, Visual Storytelling, Brand architecture, Title Design

Deliverables: Print Design, Digital Design, Social Graphics, OOH, Email Campaigns, PR Mailers

Industry Experience: Entertainment, Broadcast, Editorial, Fine Arts, Journalism