

# JASMINA MANN

## CREATIVE DIRECTION AND DESIGN

240.447.1696

jasminakmann@gmail.com

jasminamann.com

pw: beyourself

### THE SKILLS.

Proficient in the use of MAC-based Adobe Creative Suite (Illustrator, Photoshop and InDesign, Adobe XD), Adobe Acrobat, UX Pin, InVision, Microsoft PowerPoint and Word.

Strong knowledge of 508 compliance. Working knowledge of HTML, CSS, and Key Note. Traditional skills include paper comps, sticky notes, mind mapping, storyboards, color swatches and strong knowledge of print production. A creative strategist with 12 years of diverse experience.

### THE WORK.

#### January 2020 to present

##### Palladian Partners | Senior UX/UI Designer

Creative leader, responsible for oversight of the creative process with clients, internal leadership, and third-party vendors. Particular focus on creating easy-to-navigate user experiences and designing impactful UI in the healthcare space. Direct and execute the creative for video animation projects with the FDA. Direct and produce complex interactive UX/UI graphics for the NIH COVID-19 national website. Providing UX/UI services for other government healthcare initiatives. Provide ongoing creative leadership to two junior designers.

#### September 2018 to January 2020

##### Frontpoint | Creative Manager

Development of creative strategy and design thinking on several projects within a high-volume, fast-paced agency environment. Initiated a company rebranding for the product packaging of 27 products. This included a complete overhaul and redesign of the company's brand identity, better engagement with customers, and ensured proper installation and use of Frontpoint products. Partnered with a creative agency to execute the organizational vision for custom product photography used for all national marketing materials.

#### March 2016 to September 2018

##### Inovalon | UX Designer

#### October 2014 to March 2016

##### Marra Forni | Marketing Specialist

#### March 2013 to August 2014

##### MicroStrategy | Graphic Designer

#### January 2009 to January 2012

##### L-3 Communications | Graphic Artist

### THE PREP.

#### The George Mason University (Fairfax, VA) May 2008

Bachelor of Arts in Arts and Visual Technology, concentration in Graphic Design and Business Administration

#### General Assembly (Washington, DC) Feb 2017

User Experience (UX) Design Certification

**"There's no such  
thing as a crazy idea."**

- Christopher Ayres, former Creative  
Director of Taco Bell,  
HOW Design Conference 2019