

JENN OSBORN

work

Senior Art Director

AE Global, Aug 2022–Aug 2023

- Developed the creative strategy, branding, logo, and brand guidelines for My Crew Doses cofounded by former Blackhawks player and psilocybin advocate Dan Carcillo.
- Expanded brand identities of Tyson 2.0, Ric Flair Drip, and TOAD by T2.0 with 40+ page comprehensive brand guidelines.
- Led brand identity development, creative direction, and execution of assets for high profile and/or celebrity clients.
- Collaborated with a team of industry professionals to develop a fully functional in-house branding and creative agency.
- Managed creative agencies partners and vendor relations.
- Presented creative and designed decks for clients and leadership, fostering meaningful and trusting relationships.
- Provided consultation for go-to-market strategy and creative direction.

Art Director

Green Thumb Industries, Nov 2017–Aug 2019

- Developed branding, strategy, and art direction for the rebrand of Clio and Dieline award-winning brand Dogwalkers Pre-rolls.
- Art directed all branding projects, photoshoots, ad campaigns, and print/digital collateral for brands including Rythm, Dogwalkers Pre-rolls, The Feel Collection, and incredible Edibles.
- Worked with product designers to develop packaging and branding for a highly-regulated and volatile CPG market.
- Managed a team of agencies, freelancers, production artists, and designers.
- Corresponded and collaborated with packaging, swag, print, and legal agencies and vendors.
- Collaborated with brand teams to formulate brand strategy and marketing campaigns.
- Designed and executed an array of various digital/print assets including packaging production files.

Senior Designer

Revolution Beauty, April 2016–Oct 2017

- Art directed and developed branding for UK fast-beauty brand Revolution Beauty as they launched in major retailers in the US.
- Designed and developed custom POS displays and all accompanying artwork and copy, resulting in the creation and residency of over 50 POS displays in Ulta stores nationwide.
- Designed packaging for viral products including Chocolate Palettes and Blushing Hearts, which were featured on GlamLifeGuru's YT channel of over 8M subscribers.
- Photographed, styled, art directed and retouched hundreds of product photographs for social media, signage, ads, and tradeshow.
- Supervised a small team of designers.
- Conducted market research and oversaw focus groups to guide branding and marketing strategies for developing brands.
- Communicated creative ideas, developed and presented decks, and nurtured client relations, working directly with major retail buyers including Ulta, London Drugs, CVS, and Target.
- Contributed to the increase of shelf space in Ulta from 2' to 12' and expansion into to retailers including Target, Walmart, and Walgreens.

entrepreneurship

Founder

Pink Creative, Aug 2019–present

- Established and managed a six-figure creative agency specializing in branding, design, art direction, and creative consultation.
- Provided creative consultation, branding strategy, art direction, and execution of collateral for rebrand and launch of FloraCal Farms, resulting in multi-state market expansion.
- Experiential design for large scale, memorable events for high profile companies including Nike, Chicago Ideas, and the Chicago Marathon.
- Designed digital collateral including email, web design, HTML, ui/ux, social media, photography, ads, and digital illustration.
- Executed print collateral including packaging, signage, merchandise, event design, and ads.
- Managed business operations, including financial management, client acquisition and relationships, strategic planning, marketing and project management.

Clients

Cresco Labs	Green Thumb Industries
Nike	Jasper Organics
Chicago Ideas	My Crew Doses
Calyx Containers	Revolution Beauty
Grassroots Cannabis	Sunnyside Dispensary
Pharmacann	We First Agency
Full Circle Brands	More Than A Studio

education

DePaul University, 2013, Chicago IL

Bachelor of Arts in Psychology

The Illinois Institute of Art, 2015, Chicago IL

Associate of Applied Arts in Graphic Design

software

Adobe CC (Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, Dreamweaver), Procreate, MS Office

let's link

pink-creative.com

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