Jennifer Rotella

LEAD PRODUCT DESIGNER • PRINT & DIGITAL • UI/UX DESIGNER

New Jersey / New York

Experience

Lead Product Designer

Jul 2021 - Present

McGraw-Hill Education

• Responsible for envisioning and leading a user-centered approach to product design
• Coach and mentor a team of product designers
• Manage multiple grade levels from conceptualization through implementation for both print
and digital products with a focus on ELA, Music and Social Studies
• Partner with our UX Research teams to develop research-based solutions
• Collaborative work across internal and external teams (i.e., editorial, media, digital platform group, product management, product marketing, external vendors)
• Passion for making print/digital resources more accessible with the goal of creating an inclusive experience for our users
• Adept at designing high-quality materials within established deadlines while maintaining budgets
• Collaborate with teams to translate user needs into wireframes, concepts, and prototypes
• Superior understanding of educational publishing and ability to design products that reflect the pedagogical goals of the market

Senior Design

McGraw-Hill Education

New York, NY
May 2011 - Jul 2021

• Manage multiple grade levels from conceptualization through implementation
• Liaising with internal and external teams (i.e., editorial, image researchers, production, art buyers, and vendors)
• Adept at designing high-quality materials within established deadlines while maintaining budgets
• Superior understanding of educational publishing and ability to design products that reflect the
pedagogical goals of the market
• Continually work to innovate and develop the best new digital platforms for our users
• Strong knowledge of the K4 Management System
• User Research based design
• Design for web accessibility
• User Interface design for overall program Student and Teacher screens
• Create user experiences with the experience mapping process

Art Director

Bill SMITH GROUP

New York, NY
Dec 2007 - May 2011

• Manage projects from conceptualization through implementation
• Liaising with internal and external teams (i.e., clients, as well as editorial, production, art buyers, and photo teams)
• Work collaboratively with all team members to ensure design enhances content
• Adept at designing high-quality materials within established deadlines
• Superior understanding of educational publishing and ability to design products that reflect the pedagogical goals of the client
• Art Director of internal and commissioned photoshoots (consisting of styling, location scouting, model search, propping and set design)

Senior Designer

Hey Kids! Inc.

New York, NY
Nov 2006 - Dec 2007

• Managed projects from conception through templating and production.
• Photo retoucher, which included color correction, cloning, silhouetting and collaging in Photoshop
• Page compositor which included page composition, correcting pages from client comments, and project management
• Off site Art Director on commissioned photoshoots

Designer

The McGraw-Hill Companies

New York, NY
Nov 2004 - Nov 2006

• Lead Designer for the in-house grade 3 science design team
• Create National and State Specific Science Textbooks through all phases of production from conceptualization to bound book
• Collaborate with Editorial and Marketing to produce prototype for new 2008 K-6 Science Program
• Participate in focus testing to ensure all products meet market needs
• Manage Photo Researchers to develop visual content; attend and manage photo shoots
• Create designer sketches; contract and manage illustrators to achieve cohesive program identity
• Establish priorities, schedulue activites, track project components to achieve results within deadlines
• Manage external design studios on production of all student and teacher materials
• Mentor new Designers in developing page layouts and design
• Press Run Experience

Art Directors Assistant

The Big Game Fishing Journal

Point Pleasant, NJ
Dec 2003 - Nov 2004

• Created Editorial layout and Ad design for this bi-monthly National Magazine

Consultant/Freelance Experience

PhotoSesh

• Created marketing and advertising material for an OnDemand photo company.

Pearson Education

• Created layouts for Grades 9-11 Literature program

Ocean County Brazilian Jiu-Jitsu

• Created company logo and global identity

Mounies Bakery

• Created company logo and packaging materials

Pat “Paddy Boy” Farrell Boxing Promotions

• Create marketing material for upcoming bouts

Illustration Experience

Contributing Illustrator for Five Published Books, Author Milt Rosko

• The Surfcaster's Guide to Baits, Rigs & Lures
• The Complete Book of Shark Fishing
• Fishing the Big Four: A Guide for Saltwater Anglers
• The Striped Bass Book: Tackle, Techniques and Strategies for America's Most Unpredictable Game Fish
• The Complete Book of Saltwater Fishing

The Fisherman Magazine

• Illustrated for multiple printed articles

Education

Bachelor of Arts with a Concentration in Graphic Design/Computer Graphics

West Long Branch, NJ
Sep 2000 - May 2004

Monmouth University

Skills

• Adobe Creative Suites
• Adobe Acrobat Pro
• Microsoft Office Suites
• Smartsheets
• K4 Management System
• Confluence
• Axure
• Lucid