

JINNI GILTNER | DESIGNER | BRANDING & VISUAL IDENTITY

CELL: 918-407-1723 | EMAIL: JINNI1985@GMAIL.COM | WEBSITE: JINNIGILTNER.COM | MAILING: 14317 S. GARY AVE, BIXBY, OK 74008

PROFESSIONAL SUMMARY

Accomplished Graphic Designer with 15+ years of experience delivering creative solutions across agency, freelance, and entrepreneurial settings. Proven expertise in brand development, packaging, advertising, digital design, and merchandise creation, with a strong track record of launching and growing brands in the alcohol, beverage, hospitality, and lifestyle sectors. An expert in Adobe Creative Suite (InDesign, Photoshop, Illustrator) with a deep understanding of the full design process from concept to distribution. Adept at managing full-cycle design projects while aligning visuals with business strategy to drive market presence and customer engagement. Experienced in both collaborative agency environments and independent client partnerships, with a history of cultivating lasting relationships and producing high-impact creative work that strengthens brand identity and market reach.

SKILLS

DESIGN SOFTWARE: *Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Squarespace, Canva*

PRODUCTIVITY: *Microsoft Office Suite (Word, PowerPoint, Excel, Teams)*

EXPERTISE

- Brand Identity & Development
- Packaging & Label Design
- Advertising Campaigns
- Point-of-Sale (POS) Materials
- Print & Digital Design
- Client & Account Management
- Brand Strategy

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PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER | SELF-EMPLOYED | REMOTE | 2015–PRESENT

- *Spearheaded the successful launch of three brand startups in the alcohol/beverage sector, developing comprehensive branding, packaging, advertising, POS, digital assets and distribution materials from the ground up*
- *Instrumental in growing three existing beer brands by creating fresh marketing collateral and strategic design solutions that increased market presence*
- *Managed design projects for two hospitality locations, enhancing their brand and customer-facing materials*
- *Executed a full-suite visual branding project for a pharma company, encompassing brand strategy, presentation materials, and large-scale office graphics*
- *Led a multi-faceted design project that included creating a new brand identity for merchandise and guiding the co-op through a website update for a cohesive digital presence*
- *Designed custom merchandise for a diverse portfolio of clients, translating unique brand identities—from the high-energy of school sports to the detailed craftsmanship of artisanal makers—into tangible products*
- *Founded and developed Mudd Pony, a lifestyle brand, overseeing all creative aspects including logo design, website development, social media graphics, event displays, and merchandise. Built a cohesive brand identity from the ground up, driving consistent engagement across digital and in-person touchpoints*

GRAPHIC DESIGNER | ACROBAT ANT | TULSA, OK | 2011–2015

- *Worked in a dynamic ad agency environment, gaining expertise across various advertising markets and design disciplines*
- *Developed creative assets for a wide range of clients, contributing to successful marketing and advertising campaigns*
- *Expanded skill set into account management, serving as a key point of contact for clients, ensuring project success and fostering strong relationships*

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GRAPHIC DESIGNER | CUBIC CREATIVE (NOW MEDIA GIANT) | TULSA, OK | 2007–2011

- *Began professional career at an ad agency, honing foundational design skills and learning to navigate client relationships and project workflows*
- *Contributed to a variety of design projects, building a strong portfolio and understanding of the professional design world*
- *Focus on design for senior living facilities, oil & gas and tradeshow designs*

EDUCATION

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY | 2004–2007

- *Associate of Applied Science in Graphic Design Technology*

COMMUNITY INVOLVEMENT

VOLUNTEER INSTRUCTOR | TULSA HOMESCHOOL ACADEMY | 2023–PRESENT | TULSA, OK

- *Develops and teaches graphic design and photography curriculum to students, sharing a passion for visual arts with the next generation*