



about jennifer kowal

Jennifer Kowal is a dynamic leader dedicated to building exceptional teams that deliver best-in-class experiences that drive customer engagement and business results. She possesses years of multi-disciplinary experience in human-centered design, creative direction and strategic branding in the agency, consulting and corporate design worlds.

specialty areas

- Experience design leadership
- Design Ops
- Product design
- Creative direction
- Photo shoot art direction
- Branding & strategy

career highlights

2021-present, Atlanta, Georgia

Experience Design Director - Digital Products, Accenture

Builds and leads product design teams launching digital experiences for enterprise clients, market-leading companies, and Fortune 500 brands in various industries, including commerce, consumer goods and services and utilities.

2006-present, Atlanta, Georgia

Principal | Creative Director, Loft 212 Design

Provide a full range of design services for business and consumer clients alike, focusing on holistic brand development and experience design. Strategic direction to creative team building to design and execution across digital, social and traditional platforms. Partnering directly with business owners, marketing and sales teams and support agencies and consultants to develop and deliver creative that is on brand and inspires the target audience.

Client & agency experience include: Emory Healthcare, Emory University, DaVinci, Merge Agency (formerly Dodge Communications), Studio 101.

2001-2006, Atlanta, Georgia

Senior Art Director | Creative Director, Studio 101

Creative team leadership, art direction and concept design developing brands, merchandising campaigns, packaging and collateral for Fortune 500 companies. Directing and mentoring creative teams comprised of designers, copywriters, production, photographers and stylists. Pitched concept ideas to stakeholders and new client engagements. Led large-scale international photo shoots on location and in-studio.

Agency accounts: The Coca-Cola Company, Darden Restaurants: Olive Garden, Red Lobster, Smokey Bones and Bahama Breeze.

contact info

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tools/software

Figma, Adobe Creative Cloud: Photoshop, Illustrator, InDesign; Maze, Optimal Workshop, MS Office, Azure DevOps.

client experience

- Aetna
- ActiveHealth Management
- Atlanta Community Food Bank
- Bahama Breeze
- Blue Cross Blue Shield of TN
- Boys & Girls Clubs of America
- Darden Restaurants
- DaVinci Development Collaborative
- Emdeon
- Emory Healthcare
- Emory University
- Encore Health Resources
- Forestar Group
- Grady Health System
- Italian Trade Commission
- NexTech
- Olive Garden
- Open Hand
- Red Lobster
- Southern Company
- The Coca-Cola Company
- The Weather Channel
- World's Finest Chocolate
- Wholesome Wave Georgia

education/certifications

Design Leadership at Scale - Alpha Cohort, Maven; Curiosity Tank: Ask Like A Pro User Research certification, Designlab UX Academy - UX/UI certification; General Assembly HTML, CSS & Web Design certification; University of Oregon, Graphic design.