

At Jennifer Judd Designs, I blend my creativity and vision with the discipline of 23 years of Air Force experience to deliver design with purpose.

My uniquely left-brain and right-brain approach means every project is both strategically grounded and visually impactful. With a knack for the details that make a big difference and a multi-faceted approach to brand building, I bring both precision and personality to every project. Whether your team needs an extra creative hand or a partner to sharpen your brand, I'm here to deliver designs that are clear, purposeful, and just the right amount of fun—all while meeting the standards that matter most to you.

DIFFERENTIATORS

- **Retired US Air Force Officer:** My wealth of strategic leadership and experience from my 24-year career in the U.S. Air Force ensures discipline and focus on every project.
- **BA in Graphic Design from the Savannah College of Art & Design:** My formal education in graphic design equips me with cutting-edge design skills and a keen eye for creative solutions that not only meet but exceed industry standards.
- **MA in Industrial/Organizational Psychology:** I bring a deep understanding of human behavior and organizational dynamics, allowing me to create designs that are not only visually compelling but also aligned with your target audience's needs.
- **Global Creativity Grounded in Small-Town Values:** I infuse a world of inspiration to each project, balanced with the dedication, integrity, and personal touch of a trusted neighbor—offering you a unique blend of big-picture creativity and hometown reliability.

CORE COMPETENCIES

- Crafting clear, concise communications for publication via print or digital media
- Developing brand images, personality and stories; includes logo design, stationery design, and packaging
- Producing print-ready graphic design elements for marketing: business cards, advertisements, pamphlets, flyers, signs, billboards
- Research and decision support for competitive design production, delivery, and problem solving

PAST PERFORMANCE

- Bedford County Development Association
 - Provided monthly digital and print advertising to meet economic development marketplace
 - Trusted with design of 14-page annual print and digitally published newsletter
 - Developed targeted infographics
- Expert communication and time management with small business clients in Bedford, PA area. Examples:
 - Advertising and signage for retailer Juli's Wearable Art
 - Branding and business identity support for multiple clients including Sarah Ferrari Designs and Keystone Physical Therapy

NAICS CODES

- 541430 Graphic Design Services
- 541430 Communication Design Services, Visual
- 541430 Corporate Identification (i.e., Logo) Design Services
- 541430 Graphic Art and Related Design Services

SUPPLY CODES

- FSC 9905
- PSC T001
- PSC R426
- PSC 4701

CERTIFICATIONS

- SBA - SDVOSB PA Small Diverse Business 557856202312-SDB-S
- PA Veteran Business Enterprise 57856202312-VBE-S

