JENNI LEDER

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thoughtbrain.com

Jenni originally hails from Texas and currently resides in San Francisco. She's designed a multitude of mobile apps, 2 of which have been inducted into the Apple Hall of Fame. Gifted with mad kerning skills, Jenni also has a highly curious mind & spends her time trying to merge with the Internet. She likes to call herself "Mayor of Awesometown" and "International Business Woman," neither of which has been disputed.

EXPERIENCE

LEAD DESIGNER, STOREHOUSE, SAN FRANCISCO, CA 2014-CURRENT

A start-up that turns a collection of photos and videos into a shareable story for iOS, Android, and the web.
Lead the product creative vision for the marketing, and apps.

LEAD DESIGNER, TIDEPOOL, SAN FRANCISCO, CA 2013-2014

Start-up that focused on brain training games for iOS. Lead the product creative vision for the marketing and app.

ART DIRECTOR/UI DESIGNER, BOTTLE ROCKET APPS, DALLAS, TX 2010-2013

Mobile app UI design for over 10 iPhone, iPad, and Android apps with two apps in the Apple Hall of Fame.
Clients include Food Network, A&E HISTORY, SHOWTIME, CNN, Kentucky Derby, Annoying Orange, Top Chef, BET.

ART DIRECTOR, JRS ADVERTISING, DALLAS, TX 2004-2010

Provided concepting, visual design and direction on various advertising campaigns.

STUDIO ASSISTANT, BOB MADER PHOTOGRAPHY, DALLAS, TX 2003-2004

Photo retouching, managing vendor relations, and office duties.

WEB DESIGNER, USDBS, DALLAS, TX 2002-2003

Designed and maintained the company's various websites.

NOTABLES

2015 TechCrunch Best Mobile Application- Storehouse
2015 "Best of" for Apple TV - Storehouse
2015 Published Article in *Exploring Typography (2nd Edition)* by Tova Rabinowitz Deer
2013 Emmy Nominated SHO Sync for iPad
2012 Apple App Store Hall of Fame - Food Network
2012 DSVC Professional Show, Bronze - Food Network
2012 How Magazine Interactive Design Annual - The Civil War Today for A&E's HISTORY
2011 Apple App Store Hall of Fame - The Civil War Today for A&E's HISTORY

SIDE HUSTLES

CO-CREATOR, JAMSNAP   *jamsnap.com*
A social network iOS app allowing users to add sound to photos

DESIGNER, WAKE UP TO MUSIC   *brunow.org/apps/*
An iOS alarm app that allows you wake up to a playlist from your local music library.

CREATOR, MAPLE MARK   *maplemark.tumblr.com*
Curated collection of Canadian logos that use the maple leaf.

EDUCATION

BACHELOR OF FINE ARTS IN DESIGN COMMUNICATIONS, TEXAS A&M - COMMERCE 2002