Jenna Rae

Senior Brand Designer & Art Director

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PORTFOLIO



ABOUT

I build brands that connect strategy with emotion.

For more than a decade, I've partnered with founders, marketing teams, and organizations to transform complex ideas into clear, memorable brand experiences. My work spans identity systems, integrated campaigns, creative direction, and visual storytelling, always grounded in thoughtful strategy and meticulous execution.

Whether leading stakeholder workshops, developing a brand from the ground up, or art directing national campaigns, I believe the strongest creative work begins with asking better questions. I'm at my best collaborating across disciplines, connecting business goals to human insight, and creating work that's both beautifully crafted and purposefully designed.

EXPERIENCE

Founder & Creative Director
Campfire Branding | 2013 – Present

Founded and lead an independent branding studio specializing in strategic identity design for purpose-driven organizations.

Guide clients through every stage of the branding process—from discovery and positioning to identity development, creative direction, and launch. Facilitate executive workshops, develop messaging frameworks, oversee multidisciplinary creative teams, and build comprehensive brand systems that align business strategy with visual expression.

Selected Work
- Strategic brand positioning and identity systems
- Executive workshops and stakeholder facilitation
- Creative direction across print, digital, web, and experiential
- Brand guidelines, presentations, websites, and launch campaigns

Senior Art Director
Cox Communications | 2023 – 2025

Lead creative development for integrated marketing campaigns supporting Cox Internet and Cox Mobile.

Partner with strategy, copywriting, production, and marketing teams to create cohesive brand experiences across broadcast, digital, retail, social, CRM, and experiential channels. Translate business objectives into compelling creative that strengthens one of the nation's leading telecommunications brands.

Art Director
BBDO Atlanta | 2021 – 2023

Developed integrated advertising campaigns alongside award-winning creative teams in a fast-paced agency environment.

Collaborated with writers, strategists, producers, and account teams to develop concept-driven work rooted in human insight, strengthening my approach to storytelling, campaign thinking, and creative leadership.

Brand Designer
Trevelino/Keller | 2015 – 2017

Expanded the agency's branding capabilities by leading visual identity development for clients across multiple industries.

Created scalable identity systems, logos, and brand guidelines while collaborating closely with digital teams to ensure cohesive experiences across every touchpoint.

Brand Designer
Mindzai Creative | 2012 – 2014

Designed brand identities, print collateral, packaging, and digital marketing materials while helping clients translate their stories into thoughtful visual communication.

EDUCATION

The Creative Circus
Design & Art Direction
2008–2010

EXPERTISE

Brand Strategy • Brand Identity Systems • Creative Direction
Art Direction • Integrated Campaigns • Visual Identity •
Typography • Creative Leadership • Workshop Facilitation •
Presentation Design • Adobe Creative Cloud • Figma • Sketch •
Cross-functional Collaboration • Print & Production

SELECTED CLIENTS

- Home Depot
- Johnny Rockets
- Honeybaked Ham
- Ga Lottery
- Intuitive Robotics
- the Company Store
- Moes
- Bayer Cropsciences
- Children's Hospital
- Cox Communications
- REI
- Atlanta Beer & Wine Festivals
- Atlanta Food & Wine
- Swift Transportation

Featured in Clio Shortlist and ATL Voyage