jenniferjudd designs

capability statement

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At Jennifer Judd Designs, I blend my creativity and vision with the discipline of more than 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 23-year career in the U.S. Air Force ensures discipline and focus on every project.
- **BFA 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

- Western PA Continuum of Care — PA Dept. of Community & Economic Development Subcontractor (SDB/VBE) to Framework Strategies, June 2025–present
  - Built brand identity for the Housing Coalition of Western Pennsylvania, a new nonprofit serving 20 counties
  - Designed communications tools: slide templates, newsletters, fact sheets, and website planning
  - Designed HUD compliance desk-monitoring workbooks and grant match templates for CoC grantees
- Bedford County Development Association
  - Created 8' x 16' outdoor billboard for business park
  - Designed monthly digital and print advertising to meet economic development marketplace

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 R701

CERTIFICATIONS

SBA - SDVOSB, VOSB

SERVICE-DISABLED VETERAN-OWNED CERTIFIED

PA Small Diverse Business 557856-2026-08-SDB-S

PA Veteran Business Enterprise 557856-2026-08-VBE-S

PA Small Business 557856-2026-08-SB

PA Micro Business 557856-2026-08-MCB

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