

capability statement

224 S. Bedford St., Bedford, PA 15522
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SUMMARY

Jennifer Judd Designs, LLC, is a graphic design company centered on the expertise of owner, Jennifer Judd, Lieutenant Colonel, USAF, retired. Bringing my unique blend of experience and skills to bear I am focused on collaborative design solutions for clients. I have been an artist for over 12 years and received a Bachelor of Arts degree in Graphic Design from the Savannah College of Art and Design in 2023.

CAPABILITIES

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

DIFFERENTIATORS

- 24 years working within the U.S. Government at various organizational levels.
- Creative solution orientation using both artistic and analytical backgrounds, including a Master of Arts degree in Industrial/Organizational Psychology.
- Proficient in Adobe Creative Suite: Illustrator, Photoshop, and InDesign; Microsoft Office: Word, Excel, PowerPoint

PAST PERFORMANCE

- Expert communication and time management with small business clients in Bedford, PA area. Examples:
 - Full page newspaper advertisements for the Bedford County Development Association
 - Advertising and signage for retailer Juli's Wearable Art
 - Branding and business identity support for Sarah Ferrari Designs
- Provided extensive in-kind work for Bedford area non-profits: Your Safe Haven, Bedford Heritage Trust, Southern Alleghenies Museum of Art, Downtown Bedford, Inc.

SAM UEI

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CAGE

92877

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
- 557856202312-VBE-S

PORTFOLIO

www.jenjudd.com