



Janina Lovern (*pronouns | she/her*)
tinyshinyrobots.com
626.676.5494

EDUCATION

General Assembly

Continuing Education, UX/UI Design (2018)

Art Center College of Design

Bachelor of Fine Arts, Advertising
(2001-2003)

AWARDS

Honda Scholarship– October 2000 to August 2003
Creativity Site of the Day– Nissan JUKE Studio | March 8, 2011
FWA.com site shortlist– Nissan JUKE Studio | March 15, 2011

EXPERIENCE

General Assembly

UX Design Fellow

Part-time

Feb 2022 - Present

New York, New York (remote)

Participated in a 6-month immersive course, which includes over 400 hours of training, taught by design professionals. Completing five comprehensive UX projects which include creating a mobile app, website redesign, e-commerce website, and client management. Participated in a 6-month immersive course, which includes over 400 hours of training, taught by design professionals. Completing five comprehensive UX projects which include creating a mobile app, website redesign, e-commerce website, and client management.

Skills: Research · Client Relations · Project Management · Project Planning · Web Design

Careismatic Brands, Inc.

(Formerly known as Strategic Partners)

Associate Creative Director

Full-time

April 2017 - Present

Los Angeles Metropolitan Area

Creative lead on the following in-house scrubs brands, Dickies Medical, Infinity Scrubs (<https://www.infinityscrubs.com>), Medical Footwear/Legwear, and Medical Instruments. I currently am one of the creative co-leads on Cherokee Scrubs. I have worked on the following during my time at Careismatic:

- Designed and launched heartsoulscrubs.com.
- Worked with the EVP of Marketing on selecting new technologies to help the creative and marketing departments run efficiently, cut costs and communicate better with other departments.
- Researched and helped select a new e-commerce platform for the Careismatic to use. Launched two major e-commerce sites from beginning to end, from UI/UX design to implementation and launch. Worked with developers and producers to successfully launch two e-commerce sites.
- Supervised the relaunch of a major adaptive clothing brand e-commerce site, [silververts.com](https://www.silververts.com)
- Oversee brand and product photo shoots.
- Manage the workflow of Careismatic's team of designers and freelance art directors working on a wide array of design project which are, POP signage, emails, sales catalogs, website re-design and maintenance.

tinyshinyrobots

Art Director/ Creative Director

Self-employed

October 2006 - Present

Los Angeles Metropolitan Area

Worked as a contract art director or associate creative director at various advertising and design agencies such as Catalpult, AEG, Freeman Associates, Pasadena Advertising, Cline, Davis, Mann Los Angeles, Lunchbox and Heartbeat. My work as a contractor includes overseeing teams of designers, hiring and working with developers, and contracting printers to get all projects done in a timely manner.

- At Freeman Associates I worked with a team of designers on the branding of Karito Kids Dolls and the EIF Revlon Run Walk For Women.

Continued on page 2

- At Cline, Davis, Mann Los Angeles I was associate creative director (art supervisor) on three major Amgen drug brands, XGEVA®, Aranesp® and Sensipar®. As a creative lead I worked with the Creative Director on print collateral (brochures, magazine ads, digital ad units), UI/UX designs, and digital designs for XGEVA®, Aranesp® and Sensipar® drugs.
- At Pasadena Advertising I was associate creative director on various branding projects, including TCW and Catholic Big Brothers and Sisters of Los Angeles.
- At Secret Agent PR I was creative lead on small and large branding projects for clients such as the LA Design Festival, VOZ, Perkins + Will Architects, and Make It In LA. All these projects included designing print collateral, UI/UX design of websites, and creating digital and print ad units. I contracted designers, developers and hired printers for all projects. I supervised all these projects from inception to completion.
- Created a brand identity for Pomona College design incubator, HIVE.
- Worked with AEG/Art House productions on illustrating and designing of concert posters for different music artists and music festivals.

ZRDG

Art Director/ UI-UX Designer

Contract

November 2015- January 2019

Los Angeles, CA

Create UI/UX designs for desktop and mobile/smart tablet sites for various technology and insurance companies, such as Ascension, Adesto Technologies, Radiance Laser Cut Glass, and Velo3D.

Created print brochures and collateral for Raydiance Laser Cut Glass.

MC Saatchi LA

Art Director

Contract

June 2014 - November 2014

Santa Monica, CA

Help create a new brand identity for California Resources Corporation. Was one of the creative leads on the Ohio State University- The James Comprehensive Cancer Center website. My job was to take brand guidelines and create a brand-new website for The James Comprehensive Cancer Center. Worked on the team responsible for re-branding Veggie Grill. My job on the Veggie Grill team was to create fun and eye-catching designs for in-store signage and collateral.

SteelHouse

Digital Designer

Contract

October 2012 - April 2013

Culver City, CA

Created RTs, RTOs and micro sites for various SteelHouse clients such as Mrs. Field's Cookies, Blue Planet, BB Dakota, Autobytel, Ellie, Gaiam, and OneStep Ahead.

Mercantile Arts Design Engineering (aka RW Creative)

Art Director

Contract

December 2011 - March 2012

Venice, CA

Worked with a team to re-brand Rubio's (now known as Rubio's Coastal Grill). My role on the Rubio's team was to create upscale and clean in-store signage and collateral. Worked on the team responsible for re-branding Island's restaurants. My role on the Island's team was to create in-store signage and print collateral. Created booths and way finding signage for the American Le Mans Series.

TBWA

Senior Art Director

Full-time

March 2008 - May 2011

Playa Vista, CA

Resumed managing the Owner Communication Program for Nissan and Infiniti. The Owner Communication Program is a large national direct mail initiative that tracks current and prospective Nissan and Infiniti customers through targeted mail and email communications. Worked on 360 campaigns for Nissan QUEST, Nissan Commercial Vehicles, and JUKE. Launched a new youth initiative for Nissan JUKE (Nissan JUKE Studio).

References and digital work samples available upon on request.