

jennifer arias

SENIOR DESIGNER

Hello I am
Jennifer Arias

As a vibrant and enthusiastic professional, I thrive in creative environments, bringing energy and innovation to every project. My adaptability shines whether I'm working independently or collaborating within a team dynamic. With an innate drive for excellence, I consistently push boundaries and exceed expectations. My experiences have cultivated a unique blend of creativity, adaptability, and interpersonal skills, making me an asset in any professional setting. I bring not just my skills to the table, but also an infectious enthusiasm that elevates team morale and project outcomes.

Experience

Senior Designer

JLL · Full time
February 2020 – Present

Collaborates with stakeholders, property marketing specialists, and sales enablement teams to develop impactful visual presentations, compelling marketing materials, distinctive property branding, and innovative environmental graphics. This role requires exceptional creative vision, strong leadership abilities, and a thorough understanding of commercial real estate marketing best practices.

Director of Marketing

Fritsche Anderson Realty Partners · Full time
March 2018 – February 2020

Developed and led proactive marketing strategy including external marketing initiatives to current clients and prospects to develop and grow the brand, along with internal marketing initiatives. Oversaw the daily production of all marketing deliverables including pitch books, presentations, mailers, sublease flyers, quarterly reports, website maintenance, and all ongoing creation of new marketing materials. Managed a direct report.

Assistant Director of Marketing

Fritsche Anderson Realty Partners · Full time
April 2016 – March 2018

Collaborated closely with the Director of Marketing to execute complex, high-priority projects. Contributed creative solutions for marketing materials, print collateral, digital media assets while adhering to brand guidelines. Demonstrated strong attention to detail in translating marketing objectives into visually compelling designs that effectively communicated key messages and supported overall business goals.

Graphic Designer / Trial Technician

3B Studio, Inc. | Litigation Graphics & Technology Firm · Full time
April 2008 – April 2016

Collaborated closely with trial teams to develop effective visual media for use in witness examination, and opening/closing statements. Responsible for the organization, storage, and display of documents, video testimony, and demonstrative exhibits.

Education

Bachelor of Fine Arts: Communication Design

2003 –2007
Texas State University - San Marcos
Magna Cum Laude Graduate

High School Diploma

1999 –2003
Lamar Consolidated High School
Magna Cum Laude Graduate
Cum Laude Graduate

Skills

Technical Software Proficiency:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Adobe Workfront
- Microsoft Suite (Outlook, Word, Powerpoint, Excel)
- Weebly
- Canva
- Constant Contact
- Eloqua
- Mapcreator
- ArcGIS

Technical Skills:

- Typography
- Layout
- Color theory and application
- Brand identity development
- Interactive design
- Digital asset management
- Print production
- Photo retouching and manipulation

Soft skills:

- Art direction experience
- Team leadership and mentoring
- Project management and workflow optimization
- Client relationship management
- Creative problem-solving
- Ability to receive and implement feedback
- Time management and deadline adherence
- Collaboration with cross-functional teams
- Presentation skills

Awards

MUSE Creative Awards • 2026 Gold Winner

JLL
Experimental & Exhibition
JLL WDXpedition

MUSE Creative Awards • 2024 Gold Winner

JLL
Branded Content - Property / Developer
Chalk Hill Brand Identity

MUSE Creative Awards • 2026 Silver Winner

JLL
Branded Content - Property / Developer
510 Townsend

GDUSA • 2023

JLL
Brochures + Collateral
Field Street District Brochure

Titan Property Awards • 2025 Silver Winner

JLL
Property Website - Manufacturing
Exploration Park Houston