



Jennifer Byrne

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www.livecreateplay.com | www.littlemainstreetplayhouses.com

DESIGN & PRODUCTION

Brand Experience Designer/Owner

Live.Create.Play. LLC

2007 – Present

Create personal, business, event, and exhibition brand identities which extend to all touch-points: print, web, and environmental graphics from concept to completion • Design/layout exhibition graphics and spaces • Design/layout all forms of print work for clients on a project or retainer basis • Advise, manage, and consult on large and small scale print production

Publications Manager/Designer, Marketing and Communications Office

National Building Museum, Washington, DC

October 2000 – January 2007

Create overall graphic brand identity for Museum publications • Develop style guidelines for museum publications/signage • Design and produce Museum publications and indoor/outdoor signage including annual reports, quarterly magazines, quarterly campaigns, brochures, postcards, calendars, invitations, advertisements, and t-shirt designs • Manage all production with printers/vendors from concept to completion • Art direct freelance designers and photographers

Graphic Designer/Production Assistant, Publishing Office

National Gallery of Art, Washington, DC

August 1995 – October 2000

Create layout and design of Gallery publications • Generate final type for over seventy exhibitions, including all graphics, banners, wall texts, labels, and signage • Generate technical specifications and manage all communication on these jobs between printers and outside vendors • Color-proof four-color transparencies of artwork

PRODUCT DESIGN & DEVELOPMENT

Founder/Creator/Owner

Little Main Street Playhouses

2013 – Present

Concept, create, design, and produce full scale wooden playhouses, props, and decor for community centers, museums, childcare facilities, and public playspaces • Create and design accompanying educational activity kits to be used in conjunction with the playhouses • Source accessories/room decor • Plan/design spaces

TEACHING & CURRICULUM DEVELOPMENT

Adjunct Faculty

Corcoran College of Art + Design, Graduate Program

Visual Storytelling: Exhibition Design Studio, Fall 2013 Semester

Investigate the role of graphic design in relation to exhibition design with students • Explore ways that graphics enhance physical spaces to transmit meaning • Develop class curriculum which includes building graphic identities, infographics, linear and non-linear narratives, and a multilayered wayfinding signage system for an actual DC site as a team • Teach Adobe CreativeSuite skills; print production methods/trends/pricing/materials; client briefing; asset gathering and development of a comprehensive graphic package for final client presentation

Personal Brand/Vision Development Workshop Facilitator

Live. Create. Play. LLC

Visual Manifesto Art Workshop, March 2014 – Present

Guide groups in identifying/creating personal brand/vision keepsakes through a process of reflection and journaling, using a variety of mixed media in 1 to 3-hour workshops

VISUAL ARTS

Window Display Designer

Sears and Roebuck Company, Columbia, MD

Create window displays and wall hangings for the department store

Costume Designer, Theater Department

University of Maryland, College Park, MD

Design and construct period costumes for theater productions

EDUCATION

BA, Graphic/Advertising Design

University of Maryland, College Park, 1993