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Jenna Quatraro

CREATIVE DIRECTOR · BRAND + TEAM BUILDER · AI SYSTEMS LEADER

GREATER CHICAGO AREA
REMOTE-READY

I build creative teams, systems, and workflows that make MORE possible.

Creative leader with **15+ years of experience** building brands, teams, and scalable creative systems across integrated campaigns, digital, social, retail, video, motion, events, and emerging formats. Built Sourcebooks' in-house creative function from a single design role into a multidisciplinary agency supporting domestic and international partners. A strategic, hands-on player-coach who combines brand storytelling, team leadership, creative operations, and human-centered AI to expand capacity without compromising craft.

Experience

SOURCEBOOKS

Creative Director (2022–Present)

Lead creative vision, brand systems, integrated campaigns, and creative operations for a multidisciplinary in-house team supporting seven departments and international partners. Direct designers and external partners across digital, social, retail, video, motion, experiential, and print while remaining hands-on in the work. Build scalable workflows and AI-enabled systems that strengthen creative quality, capacity, and business impact.

Senior Marketing Design Manager (2020–2022)

Led a growing team delivering cross-channel campaigns across digital, social, retail, and print; strengthened creative systems, workflows, and brand cohesion.

Marketing Design Manager (2016–2020)

Oversaw creative quality, workflow, and delivery across digital, print, retail, sales, and event marketing.

Senior Graphic Designer (2013–2016)

Designed campaigns, advertising, social creative, catalogs, retail displays, and product-focused visuals.

PANASONIC

Graphic Design & Marketing Systems Coordinator (2012–2013)

Designed marketing assets and managed systems to keep branding aligned and efficient.

DISCOVERY COMMUNICATIONS

Creative Marketing Coordinator (2011–2012)

Produced digital and print creative across network marketing initiatives.

THE LOWE GROUP

Graphic Designer (2008–2011)

Executed design projects across branding, print, digital, and corporate communications.

Education

MBA, MARKETING

Loyola University
Chicago (2007–2008)

BBA, MARKETING

Loyola University
Chicago (2003–2007)

Skills

Creative Direction
Brand Strategy
Art Direction
Integrated Campaigns
Team Leadership
Creative Operations
Brand Systems
Adobe Creative Suite
Figma
Social + Digital
Retail + Experiential
AI Creative Workflows