

# Jenny Acosta

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## SELECT CLIENTS INCLUDE •

The Museum of Food & Drink  
Modernist Cuisine  
FreshDirect / Food Kick  
T.I.C. Restaurant Group  
Urban Hawker NYC  
Daydreams Come True  
@NewYorkNico  
Citarella Market  
@fromkora  
Thrillist  
Bon Appétit  
Rice & Miso  
Sound Tea  
Ann Taylor  
Wellory  
Sanzo

## SKILLS •

Community Outreach  
Visual Design  
Email Marketing  
Witty Copywriting  
Food Illustration  
Restaurant Menu Design  
Branding Design  
painting / Drawing  
  
Collaboration Outreach  
Human-Centered Design  
Trauma-Informed  
Resourcefulness  
Communication  
Creativity  
Curiosity

## Magnolia Network / Food 52 / PBS | Assistant Food Stylist 2022 - 2023

- "Everyday Cooking" - Season 1 | Magnolia Network
- Assistant Food Stylist for Samantha Seneviratne | Food 52 In-House Kitchen
- "Lydia's Kitchen" - Season 14 | PBS Network

## Welcome to Chinatown | Brand Designer New York, NY / 2020 - Present

- I Work with local New York City Chinatown businesses and the Head of Creative on a variety of projects from merchandise design, marketing & social media, and brand identity strategy to provide more outlets for revenue and awareness in the Chinatown community.

## Bonnie's Brooklyn | Line Cook / Prep Kitchen Brooklyn, NY / 2022

- Started as a prep cook and was promoted to a line cook position within 2 months
- Led trails and training during hiring period to grow line cook team

## Great Performances | Graphic Designer Bronx, NY / 2019 - 2020

- Communicating the stories and offerings of a multi-faceted events, catering & hospitality group via marketing design strategy and production
- Led Internal design projects to improve employee onboarding, headquarters wayfindings, & company culture
- Enhancing the visual experience of GP events and dining at 15 NYC venues (incl. Brooklyn Museum and Jazz at Lincoln Center) with template design, station signage design, and event identity research

## Junzi | Brand Experience Manager New York, NY + New Haven, CT / 2017 - 2019

- Re-designed UX touchpoints of the in-store & digital experience as a multi-unit restaurant expanding common perceptions of Chinese food & culture
- Improved quality of customer service through UI design research for catering, review reports for operations, and more genuine digital interactions with guests
- Increased social media presence & strategy by designing custom gifs, building calendar templates, instagram stories, and targeted copywriting

## Mouth Foods | Visual Designer Brooklyn, NY / 2015 - 2017

- Worked with key stakeholders to rebrand website and email design as a leader in curated food gifts, decreasing abandoned carts & increasing clickthroughs
- Improved the visual experience of monthly subscription boxes by designing more educational printed collateral
- Streamlined the creative process for print & digital team projects

## Sir Kensington's | Special Projects Designer New York, NY / 2014- 2015

- Designed time-sensitive sales and marketing materials with CMO, Marketing Manager, and Community Manager to meet business objectives and stakeholder needs of a top-tier American artisanal all-natural condiment company
- Planned and produced the event "Fries of New York," showcasing iconic NYC restaurants through historical & cultural impacts of the french fry, resulting in 100+ press features, 2500+ attendees, over 1 million web impressions, and 700+ social media features
- Improved brand awareness and fostered lasting partnerships with restaurants, chefs, and food publications post-event

## Union Square Events | Brand Designer New York, NY / 2015 - 2016

- Designed retail and venue experiences for Union Square Hospitality's premiere catering and venue hospitality businesses
- Led the re-brand design strategy for The Post food hall space at Saratoga Race Course
- Designed graphics and signage for corporate events, high-traffic sports arenas & restaurant brand identity

## EDUCATION

Maryland Institute College of Art (MICA) | BFA, Interdisciplinary Sculpture, Cum Laude | Baltimore, MD | 2010 - 2014  
Korea National University For Arts | MICA Summer Abroad Program | Seoul, South Korea | 2012  
Fiorello LaGuardia Arts For Music & Art & Performing Arts | Visual Art | New York, NY | 2010 - 2014