

# AIGA LA Appoints Jennie McGuirk to the Board of Directors as Engagement Director

*Recognized for her groundbreaking contributions in creative design, Jennie McGuirk has been tapped as the new Engagement Director of the prestigious AIGA LA.*

LOS ANGELES, CA, USA, May 1, 2015 /EINPresswire.com/ -- AIGA recently appointed renowned creative director [Jennie McGuirk](#) to their Board of Directors as the Engagement Director of AIGA Los Angeles.

[AIGA LA](#) President Jason Adam says, "I nominated Jennie to our board of directors because she's worked with some of the biggest agencies in the world, and has the professional network to prove it. She's an expert creative who can connect seemingly disparate ideas and people into a cohesive story, team, or experience."

A respected luminary in creative communication, McGuirk has made unparalleled advances across multiple industries over the past 15 years. As a creative director and consultant for global leaders in industries including digital technology, brand development, commercial advertising, publishing, fashion and photography, McGuirk's newest role as Engagement Director of AIGA LA is just another extenuation of her impressive body of work.

"Through my role as Engagement Director, I am helping to support and develop the Los Angeles chapter; elevating the LA design community on both a national and international level. I will be working closely with the other directors, and am responsible for seeking out and connecting talented creatives from a range of disciplines and backgrounds," says Jennie McGuirk.

"Los Angeles has a long, rich design history and I'm both honored and excited to be a part of its dynamic future."

Founded as the American Institute of Graphic Arts in 1914, AIGA is the oldest and largest association of working design professionals in the world and maintains a database of over



20,000 design archives dating back to 1924. With 70 chapters spanning the U.S., the organization continues to set the industry's standards for professional ethics and design practices.

McGuirk says AIGA is "committed to advancing design as a professional craft, strategic advantage and vital cultural force."

"My passion for recognizing and supporting creative excellence has been a driving force throughout my career, so the AIGA mission is very much in line with my own professional goals."

Representing 22,000 designers across areas of communication design including graphic design, typography, interaction design, branding and identity, AIGA's 101-year-old community offers designers a venue for discovering industry wide innovations.

Jennie McGuirk has been recognized for her work in the industry on countless occasions, most notably for her work for Sunrise Brands in Los Angeles, which has garnered her several high profile awards.

As the company's creative director, McGuirk's work on behalf of Sunrise Brands was the winner in the Corporate Design category of the PDN Photo Annual, 2011. Prior to becoming AIGA LA's Engagement Director, the association also awarded McGuirk with the 2013 AIGA (Re)design Award for her Creative Direction & Copywriting work on the Small Gestures Campaign for Sunrise Brands.

"I'm particularly proud of the AIGA (RE)design Award, as it recognizes designers who put in the extra effort to consider all impacts of a design project, including environmental, economic, social and cultural. Effectively raising the bar for what constitutes 'good design'."

Originally from Manchester, England, Jennie McGuirk has continued to prove that she is a creative director who is always on the helm of cutting edge technology; a facet of her talent that becomes more apparent when considering that she began her career 15 years ago when the Internet was far from the resource it is today.

Known for fusing research, writing, creative direction and UX strategy & design into every projects she takes on, McGuirk has worked on high profile accounts such as Ford, Mercedes-Benz, American Express, BP, Castrol, Chiquita, Vittel, Kronenbourg, WWF, DHL, Cancer Research, Unilever, GSK, The Westfield Group, Dior, Levi's, Superdry, American Rag, Ethical Fashion Forum, Yauatcha Restaurant, JER, Jones Lang LaSalle and Tishman Speyer.

Above all McGuirk's work comes down to connecting her client's message with their audience. She says, "I work to make sure the brand messaging is consistent, cohesive and impactful, in order to create that all-important emotional connection with the audience."

In a world where consumers are bombarded by an immense amount of information each minute, the incredibly daunting task requires McGuirk to apply intensive research and creative design strategies in order to allow her clients to shine through the heavily saturated market.

She adds, "I monitor the comparative and competitive landscape, and reference cultural influencers to help inform my concepts. I then define the individual aspects that will set the brand apart. This ensures the creative solution has both relevance and authenticity."

Since moving to the States six years ago McGuirk has made massive advancements in the promotion of conscious business practices in the fashion industry as well. Recognizing that new technologies allow businesses to meet their bottom line and grow their profit margin while also producing and marketing their product in a socially responsible way, McGuirk has applied her talents in order to create a better world.

Last year McGuirk made original contributions to her industry when she co-founded "[Brilliant Collective](#)" with photographer Betsy Winchell, a project that represents a forward-thinking mindset and celebrates the visionary people, crafts and technologies behind the conscious fashion industry.

"My vision is to create a platform that gives conscious fashion brands and designers enhanced visibility and better market access," explains McGuirk. "I have also been pioneering projects and forming alliances with the LA Cleantech Incubator, the North of England's leading ethical communications agency, Creative Concern, and London-based behavioral insight and communication agency, The Hunting Dynasty."

When looking at McGuirk's work collectively, the driving force that's led all of her endeavors to a place of unmatched success is the fact that innovative design remains irreplaceably at the core.

ALGA LA President Jason Adam adds, "As our organization tackles the rapidly-changing field of design, Jennie's experience is more than an asset — it's a requirement."

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