

*“During my first design course in the Magazine Journalism sequence in college, I received a holiday card from my professor—a simple piece of white paper folded in fourths. On the front of the card in a bold, sans serif font and all lowercase, it read “peace.” On the inside, again in bold, sans serif and all lowercase, it read, “please.” I fell in love with the simplicity of the design and knew then and there that I’d truly found my calling.” ~ Jennie L. Lamb*

Jennie L. Lamb graduated from The University of Texas at Austin with a Bachelor of Journalism in Media Studies in 1997. During college, she interned at *Texas Monthly Magazine* in the Marketing Department, KNNC-FM in the Research Department, and KVUE-TV in the News Department. She also edited and designed the bi-annual *40 Acres of Fun* for the University Co-Op.

After graduation, Jennie began her design career in earnest as the assistant art director for MacDonald Communications, a global construction and public works magazine publishing company. In 1998, she took over as Production Manager of the *West Austin News*, a weekly tabloid newspaper covering several west Austin neighborhoods, where her work was highlighted in award contests held by the Suburban Newspaper Association and the Texas Community Newspaper Association. In 1999, she moved to College Station, Texas, and began working as a graphic specialist and art project coordinator at the Ocean Drilling Program/Integrated Ocean Drilling Program at Texas A&M University. For eight years she thrived, working on a wide range of projects, from very technical scientific illustration, to more artistic pieces, such as holiday cards and annual report covers. In addition, she was a member of the electronic development team that successfully converted an all print publication to a completely electronic product. Her work on the package design for the DVD-ROM series, *Proceedings of the Integrated Ocean Drilling Program*, was honored with an award in the Art Packaging category of the Technical Art Competition held by the Houston Chapter of the Society for Technical Communications (STC) in early 2008.

In 2007, Jennie accepted a graphic designer position on the communications team at the Texas A&M College of Veterinary Medicine & Biomedical Sciences (CVM), where she has built a reputation for quality customer service, unique design, and helping her clients identify and implement communication solutions. Highlights of her work there include eight years of art direction for the college’s magazine, *CVM Today*, and an advertisement for the Gastrointestinal Laboratory featured in the December 15, 2007 issue of *American Way Magazine* and the March 2008 issue of *Continental Magazine*. In 2012, she introduced the first redesign of the DVM program’s annual commencement brochure in over 15 years. In 2014, she provided voice-overs for videos about the Texas A&M One Health Initiative, including one shown at the Association of American Veterinary Medical Colleges (AAVMC) National Conference.

Her work on the Heart Trust (a cardiology development initiative) brochure earned her an Award of Merit in the Brazos Valley Chapter of the International Association of Business Communicators (IABC/BV) 2008 Brazos Bravo Awards Competition. In 2009, she was honored by IABC/BV with an Award of Excellence for her design of specialty business cards for faculty and staff of the Stallion Reproductive Studies/Legends Premier Stallion Auction team. In 2011, Jennie was honored with Awards of Excellence from IABC/BV for three of her projects at the CVM. These included the AAEP Aggie Alumni Reception Invitation; the CVM Data Sheet; and Heart Sounds, an interactive cardiology instructional PDF. She was also named with several of her colleagues on an Award of Merit for the Veterinary Emergency Team (VET) Launch Special Event. Heart Sounds went on to earn an IABC/Southern Region Award of Merit. The proposal for the new VetMed Education Building Expansion earned Jennie and her CVM graphic design collaborator, VeLisa Ward Bayer, an IABC/BV Award of Excellence and an IABC/Southern Region Award of Merit in 2012. The CVM communications team, lead by Jennie as the IABC/BV Awards committee chair, received a 2013 Award of Merit for Special Events—External for the Brazos Bravo 2012 program.

Jennie is the principal of Just a Little Laugh Productions and has worked with freelance clients throughout Texas and Oklahoma. In the College Station area, she is known for her work with the Brazos Heritage Society from 2002 through 2004, especially her editing and design of the society’s *A Guide to Historic Brazos County*, which is available at local chambers of commerce and convention centers. Her design of a stationery set for Swinging Double-V Enterprises, a veterinary consulting business, earned Just a Little Laugh Productions a 2011 Award of Excellence from IABC/BV. In 2014, she began her association with The Lilith Fund for Reproductive Equity by providing comprehensive graphic design support and production coordination of all pieces for the 11th Annual Reproductive Equity Awards, including everything from the save-the-date cards to the actual trophies. The event raised over \$27,000—almost \$10,000 more than its goal. Jennie continues to support the organization with more pro bono graphic design projects, including its 2014 Annual Report.

Since November 2011, “Miss Jennie Lynne” has co-hosted and co-produced *Brazos Valley Gold*, a weekly classic country radio program that airs on Fridays from 7–9 pm on KAMU-FM 90.9 and [kamu.tamu.edu](http://kamu.tamu.edu). Her responsibilities include programming, maintaining the show’s social media presence, and studio engineering.

Jennie’s design strengths are anchored in desktop publishing, long-format documentation, and print production—brochure, magazine, and newsletter design—as well as preparation of electronic media. Most of her career has been in support of science and higher education. Her expertise in scientific figure preparation and data visualization allows her to help professors and researchers better illustrate key concepts for their colleagues and the general public. Jennie also dabbles in greeting card design and custom game design, volunteers her time and communication skills for nonprofit organizations, and guest lectures in the Media Design Class in the Department of Agricultural Leadership, Education, & Communication at Texas A&M University.

Jennie is currently a member of the IABC/BV board of directors and executive committee serving as President-Elect and Vice President of Finance. She has also fulfilled a two-year commitment as the chapter’s Awards chair and a previous term as VP—Finance. In addition, she served as IABC/Southern Region Silver Quill Awards co-chair in 2013.

When she isn’t working or volunteering, Jennie likes to collect Monopoly games, scrapbook, participate in a wide array of online activities, and spend time with her husband, Martin A. Tapia III—fishing, cooking, and raising their dog, Logan.



JENNIE L. LAMB

**jennie l. lamb**

156206 meredith lane  
college station, tx 77845

979.324.4114 (cell)

[jenniellamb@gmail.com](mailto:jenniellamb@gmail.com)

[linkedin.com/in/jenniellamb](https://www.linkedin.com/in/jenniellamb)