

Jennifer Idol, Creative Leader

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512-940-6917

A native Texan, Jennifer Idol is an accomplished designer, writer, scuba diver and underwater photographer.

Recognized as a 2017 and 2018 [PADI® Ambassadiver](#) and a member of the Ocean Artists Society, her award-winning photography and articles have been widely published in periodicals such as *DIVER*, *SCUBA Diving*, *Alert Diver* and *Sport Diver*. She has been diving for 24 years and earned more than 29 certifications.

In 2010, Jennifer flew over the Deepwater Horizon oil spill. Witnessing the staggering ecological impact moved her to raise awareness around the value and importance of local waters. She began a five-year quest to scuba dive in all 50 states and document her journey. Jennifer completed her quest in 2015, becoming the first woman to dive in all 50 states.

Jennifer documented her journey in her book

[*An American Immersion*](#).

Jennifer's journey changed her from a successful designer into a conservation artist, seeking to help others understand the underwater world through her photography, design, and sharing the joy of exploration.

Additional information about Jennifer and her work

Photography Highlights:

<http://www.theunderwaterdesigner.com/Highlights/>

WDS 2016 Video: (8 min)

<https://vimeo.com/182926703/6e3884bb70>

My PADI Story Video: (5 min)

<https://www.youtube.com/watch?v=WbN3bU0gcUM>

An American Immersion:

<http://www.anamericanimmersion.com/>

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Exhibitions

City of Austin District 6

2018 collaborative exhibit

People's Gallery

2019 collaborative exhibit

2016 collaborative exhibit

Submerged!

2013 collaborative exhibit

Immerse Yourself

2013 Solo exhibition

Distinctly Texas

Texas Association of REALTORS®

Permanent exhibit

Lake Murray Wildlife Center

Permanent exhibit

Professional affiliations

AIGA, member since 2002

PADI, member since 2004

Ocean Artist's Society

Stream2Sea Wavemaker

Historical Diving Society

Nikon Professional Service

NSS-CDS

NACD

Field

Photography

Web design

Publication and print design

Software proficiency

InDesign, Illustrator,

Photoshop, Lightroom,

Dreamweaver, Acrobat

Web languages

Certified html and css developer

Professional experience

17 years

Education

BFA (Design)

The University of Texas at Austin

College of Fine Arts

Experience

January 2011-present

The Underwater Designer

Owner: Underwater photography and design

Creates compelling designs for communication needs in the water industries with clients that include KISS Rebreathers, Blue Ring, and Discover the Oceans

Provides comprehensive design by uniquely combining underwater photography skills with design

Scuba Diving publication columnist

Published photography and articles in numerous periodicals that include *Sport Diver*, *DIVER*, and *Alert Diver* magazines

Created permanent exhibit for Lake Murray Wildlife Center

Kiosk design, construction, and photography for Jacob's Well Natural Area

January 2004-2015

Texas Association of REALTORS®

Senior Designer

Previous titles:

Graphic Designer, 2006-2013

Production Artist, 2004 - 2006

Redesign and develop TexasRealtors.com

Front end developer and user interface designer

Comprehensive design of *Texas REALTOR®* (10 issues annually, 32-58 pages)

Design brochures, print collateral, tradeshow materials, and exhibit spaces

Lead photographer for events, calendar, and magazine articles

January 2003-May 2003

Educational Marketing Group

Intern

Produced a book for SYSCO Foodservices

Awards

2018

1st Place, Marine/Cold Water Beneath the Sea International Photo Competition

Ocean Geographic Finalist (ongoing)

International Color Awards Nominee

2016

Save Our Seas Foundation Photography grant finalist

Black & White Spider Awards nominee

2015

Yellowstone Forever honorable mention by The Yellowstone Park Foundation and Nature's Best Photography

Black & White Spider Awards nominee

2012, 2014

The Texas Show 3rd in photography

2013

Nature's Best Windland Awards semi-finalist

Professional service

May 2011-2017

Advisory Committee Member of AIGA Austin

June 2009-May 2011

President of AIGA Austin

Served on the Board of Directors for 9 years. Set administrative standards and tools. Held three events a month. Doubled financial savings. Created chapter resources to ensure future success. Managed 23 board members.

Created task forces and volunteer groups, contributing to a 100 person membership growth, bringing membership to its highest numbers in 13 years.

June 2007-May 2009

Secretary of AIGA Austin

Managed and created tools for chapter development while documenting meeting activity and agendas.