

The background of the image consists of numerous vertical, overlapping brush strokes in various shades of blue, teal, green, and yellow. The strokes have a soft, painterly texture with visible watercolor blending and some darker, more saturated areas. A semi-transparent white rectangular box is centered horizontally and vertically, containing the text.

Jenna Rainey

DESIGNER • ILLUSTRATOR • INFLUENCER

The Back Story

Jenna Rainey's Insta-fame began in 2013 with a box of watercolors, an iPhone and a few clever hashtags. Snaps of her vivid watercolor florals captured the attention of social media and soon she was inspiring a return-to-watercolor movement.

Never expecting to follow in the footsteps of her artist mom, within five years, she turned her creative talent into a lifestyle brand with a pulse. Today, the acclaimed artist and designer brings her carefree attitude about art and her personable style to workshops around the world, online tutorials and Instagram, where she has a growing fan base of 160K+.

She is founder of Jenna Rainey Design Studio, best-selling author of *Everyday Watercolor* (Penguin Random House) and keynote speaker at leading design summits. Look out for watercolor book #2 in spring 2019 and follow her @jennarainey or her travel tips (hit Singapore's dreamy flower hub), beauty musings (they call me "sassy pants") and latest obsessions (Madewell everything).



Meet Jenna

Artist and influencer Jenna Rainey inspires a generation of creatives to make art every day, even if (as she puts it) “it sucks.” She teaches her carefree and colorful style of watercolor and calligraphy by hosting workshops around the world and bringing her always authentic, not-afraid-to-be-silly personality to online tutorials and how-to books. She founded Jenna Rainey Design Studio through which she licenses her vivid hand-painted designs to some of her favorite lifestyle brands. Also: she admits to being a terrible whistler because, you know, we can’t all be good at all things.

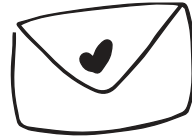




What Can She Do?

Jenna Rainey Design Studio, based in Southern California, offers custom illustration, calligraphy, watercolor and design services. We've collaborated with some awesome brands, including Health Ade, Califia Farms and Perfect Bar, but we won't stop until we've landed our dream collaboration (@airbnb, call us?). Spot Jenna Rainey's fresh and vivid hand-painted designs on lifestyle products in major retailers including Target, Nordstrom and Papyrus.

Partnerships



PAPYRUS | GREETING CARD COLLECTION FOR SPRING 2019

WINSOR & NEWTON | BRAND ASSETS

MADEWELL | SOCIAL ASSETS

PENGUIN RANDOM HOUSE | "EVERYDAY WATERCOLOR" HOW-TO WATERCOLOR BOOK BY JENNA RAINEY

HEALTHADE | 2018 CALENDAR, BRAND ASSETS AND PACKAGING

NOMADIX | COLLECTION OF YOGA TOWELS



Products





Work

Jenna's library of artwork consists of bold color, geometric shapes, strokes, seasonal, floral and so much more!

Looking for something custom?
Tell us about a specific project you have in mind and Jenna can whip it right up for you!



Floral

Growing up in a home surrounded by flowers and with a mom who's a florist, Jenna has grown up studying florals and botanicals since a very young age. Overtime, she has established herself with a loyal Instagram following that obsesses over anything floral she posts. Because of this she has a second book coming out with Ten Speed Press in Spring 2019 covering how-to Floral Watercolor! Along with her expertise in floral watercolor, she's been sketching and drawing flowers since she was a kid.





Food

Working with brands like Health-Ade Kombucha, Califia Farms (almond milk), Perfect Bar and more brands within the health and food space, Jenna has a large repertoire of food and produce illustrations! Think fairy-like Reishi mushrooms, vibrant blood oranges and so much more!



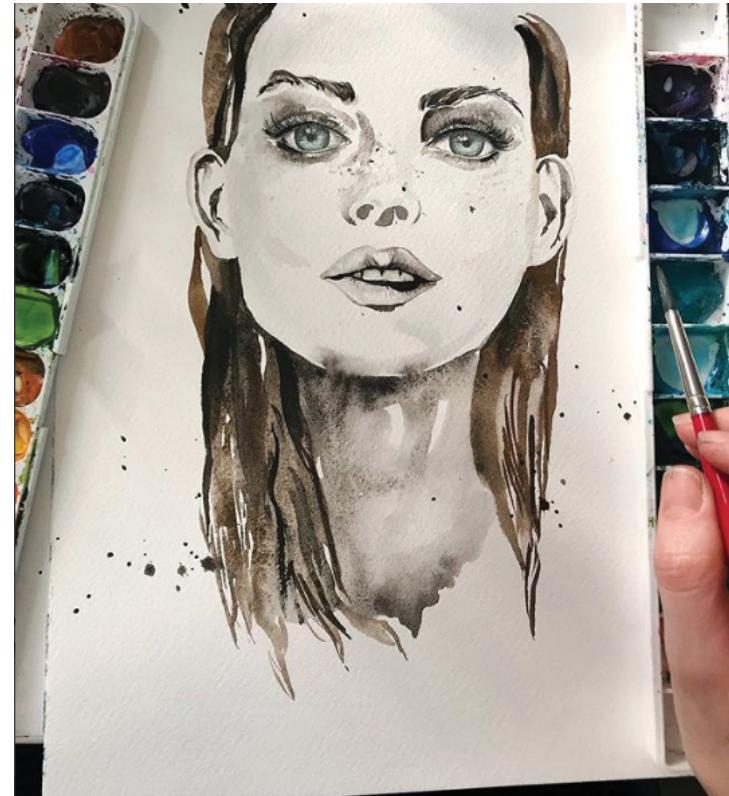
3 Lettering

Jenna has been offering pointed pen calligraphy and lettering services in custom stationery and classes around the world for over five years. She has a wide range of styles, flourishing, modern vs. traditional and MORE!



It Doesn't End There!

Landscapes, portraits, patterns, products and more!
Jenna's illustrative abilities stretch far and wide, hitting both
a loose/abstract vibe along with realistic and full of depth.

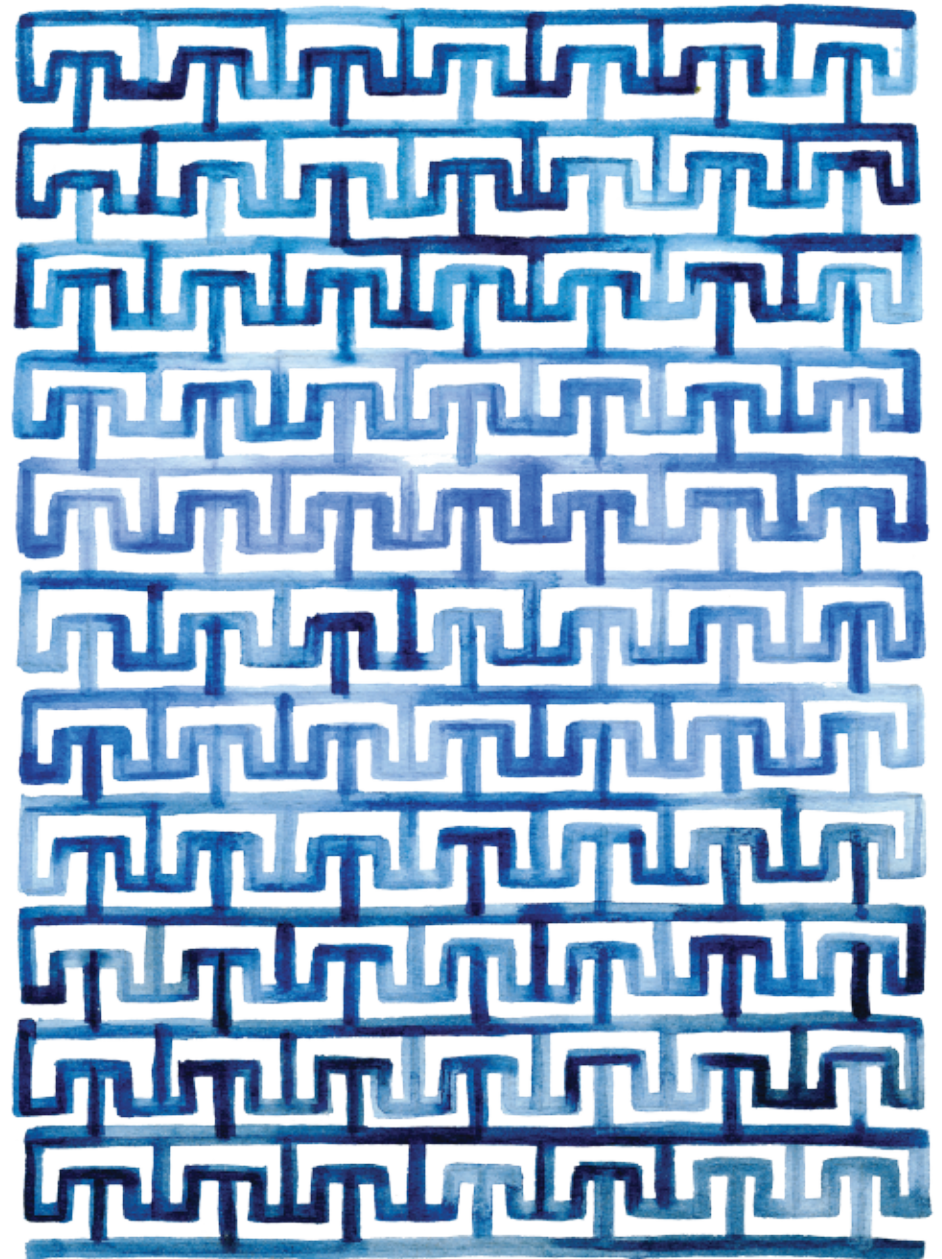


Looking Beyond the Screen



With lots of travel under her belt, Jenna loves incorporating surfaces, color palettes, textures and more from what she sees from her trips!

The photo above is a snap from her instagram from a trip to Paris where she taught watercolor classes.





Connect

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