

summary of qualifications

Five years of professional design experience including practices in web design and print preparation for multiple media.

Creative, resourceful, flexible and able to adapt to constantly changing deadlines with a positive attitude and strong work ethic.

A motivated self-starter, able to quickly learn new techniques for producing high-quality artwork with an attention to detail.

Expert in managing multiple projects with on-time completion.

professional experience

Production Designer, Walmart.com Co-Marketing Team (<http://www.walmart.com>) – Triad Digital Media

Los Angeles, California

(10.2009-present)

- Created Yahoo! and IAB brand shop banners for clients including Hasbro, Hewlett-Packard, Nintendo and Seagate. By clicking on these banners, traffic was redirected to the brand shop on walmart.com where the user could purchase items.
- Assisted other teams at Triad Digital in meeting deadlines. Aided the Dell Team by creating Yahoo! banners for the new Game Store. In addition, I designed comps for Shutterfly to help sell ad space and page takeovers to potential advertisers.
- Contributed to the sales team by constructing comps that secured new business from Toys R Us.

Production Designer, Walmart.com Development Team (<http://instoresnow.walmart.com>) – Triad Digital Media

Los Angeles, California

(03.2009-10.2009)

- Designed Walmart's Baby & Me center on In Stores Now and received praise from Walmart stating that it was "...the best center yet!"
- Refreshed seasonals and centers according to the changing seasons and holidays. My centers included Auto Care, Baby & Me, Celebrations, Food & Recipes, Health & Wellness and Home & Family.
- Produced co-op Yahoo! and IAB banners and brand pages for suppliers such as Betty Crocker, Campbell's, Crisco, KRAFT and Nestle.
- Researched and developed a comprehensive internal folder structure. This allowed for valuable time to be saved by the design department and provided a way for other departments to find design files quickly and easily.
- Created standardized presentational templates and devised a file-naming convention for all internal and outgoing Walmart Development Team files.

Freelance Designer – Imagistic

Westlake Village, California

(01.2009-present)

- Provided professional web design and consulting services for a variety of projects.
- Collaborated with project management to assess client needs and formulated a solution to achieve their goals.
- Created site designs with an extremely fast turnaround to meet high-priority deadlines.

Senior Designer – Bayshore Solutions

Tampa, Florida

(08.2007-03.2009)

- Served as a Senior Designer in the creation of websites for high-profile clients—including Carnival Cruise Lines.
- Worked directly with both the eMarketing and art departments to achieve a balance between both SEM-friendly and visually attractive subpages, landing pages, splash pages and email templates for a range of clients including small businesses to Fortune 1000 companies.
- Exceeded client expectations by reaching a conversion rate of over 13% on a custom-designed landing page. Satisfaction led to a signed contract with Bayshore Solutions to further eMarketing strategies and web presence.
- Aided in the development process by handcoding designs to tableless XHTML and CSS that would be implemented into an ASP.NET content management system.
- Assisted in styling custom-built modules that would be integrated into client sites.
- Delivered creative materials to clients consistently on time and under budget.
- Performed independent research and development in areas such as social networking and JQuery.

Art Director - The HLA Group

Tampa, Florida

(05.2006-07.2007)

- Designed creative such as point-of-sale materials, billboards, corporate identity, multimedia and marketing materials for the wine and spirits, tourism, real estate and aviation industries.
- Experienced in business-to-business and consumer communications, including print advertising.
- Supervised the creative process from concept through production. Involvement included developing creative, requesting estimates, organizing production with vendors, overlooking proofs, attending press checks, and managing invoices.

software, technical and artistic skills

Proficient in Mac OSX and Windows.

Skilled in Photoshop, Illustrator, Dreamweaver and InDesign.

Proficient in handcoding tableless XHTML and CSS; Some experience in Flash, JQuery and Javascript

Traditional illustration skills in Acrylic, Charcoal, Clay, Colored Pencil, Conté Crayon, Gouache, Marker, Oil, Pen and Ink, Pencil, Watercolor and Bookmaking.

education

East Tennessee State University – Johnson City, Tennessee

Bachelor of Science in Design Graphics, Concentration in Visualization and Animation, Minor in Art

(08.2000-05.2004)

University of Huddersfield – Huddersfield, West Yorkshire, England

Studies in Political Science and History

(08.2001-12.2001)

portfolio and references

Portfolio available at www.jenstreet.com and references available upon request.