

summary of qualifications

Over ten years of professional design experience—including practices in web design and print preparation across media.

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

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

Expert in managing multiple projects with extremely fast turnaround.

professional experience

Freelance Designer and Illustrator

McKinney, Texas

(05.2004-present)

- Establishes new client relationships, provides project management experience and guides many projects from concept through production.
- Secured a relationship with GlennBeck.com and TheBlaze that allowed me to create promotional materials for original content and allowed me to work with their advertisers.

Senior Interactive Designer, U.S. Retail – Triad Retail Media

McKinney, Texas

(05.2017-present)

Senior Interactive Designer, eBay.com / eBay Advertising Team for the United States and Australia – Triad Retail Media

McKinney, Texas

(09.2014-03.2017)

- Worked closely with eBay Australia to provide quick-turnaround creative for new advertiser pitches. This was conducive in establishing new business with our Australian team.
- Designed the Small Business Saturday campaign that was sponsored by FedEx. This included a hub, traffic drivers, emails, and a homepage lockout. It was the first major campaign to utilize the new eBay styleguide.
- Created the StubHub and Coors Light responsive Show Your Spirit event finder tool that ran on StubHub.com during Superbowl season. I was also responsible for creating onsite and offsite cobranded media placements that directed users to the experience.
- Constructed the American Express Gift Ideas site and media placements—the first large campaign for eBay Australia.
- Collaborated with a small team of designers and developers to redesign the look of eBay's Certified Pre-Owned center as a responsive experience and bring new functionality to the experience.
- Assisted both our sales team and eBay by creating comps for pitches. These included mobile advertisements, brand pages, email promotions and other campaign placements. The creative showcased eBay's range of advertising potential to large brand name advertisers wishing to promote their product using eBay's platform and wide customer reach.

Senior Interactive Designer, eBay.com / eBay Relationship Marketing Team – Triad Retail Media

McKinney, Texas

(05.2014-09.2014)

- Suggested and implemented new creative direction for the look of eBay's buyer and seller emails.
- Integrated responsive design into all email campaigns—keeping creative relevant to ever-changing technology needs.

Senior Interactive Designer, Creative Strategy Team (Toys“R”Us / Babies“R”Us, CVS, Dollar General) – Triad Retail Media

McKinney, Texas

(04.2014-05.2014)

- Supported several publishers' sales and marketing efforts from a creative perspective by designing comps for pitches.

Senior Interactive Designer, ASDA.com / ASDA Recipes, ASDA Baby & Toddler Club, ASDA Business – Triad Retail Media

Los Angeles, California

(04.2013-04.2014)

- Selected to be a part of Triad Retail Media's first international client team—based in the United Kingdom.
- Assisted in designing ASDA Recipes, ASDA Business and ASDA Baby & Toddler Club—all responsive websites that are a part of ASDA.com. Each center had to be entirely conceived, designed and built from the ground up.
- Created comps and storyboards for all major site pages. These comps were used as visuals for both client approval as well as customized usability tests that were performed in the United Kingdom.
- Provided the developers with directional assistance throughout the development phase.
- Supported the onboarding process by producing design specifications and templates for the overseas design team.

Senior Interactive Designer, Walmart.com / Consumer Electronics Co-Marketing Team – Triad Retail Media

Los Angeles, California

(10.2009-05.2013)

- Created media 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.
- Served as lead designer on showcases, brand pages and media for Toshiba, Philips, Mattel and ASUS.
- Designed and built media placements for LEGO Friends. These banners pushed the envelope in regard to creativity by utilizing both a 3-D effect as well as an interactive rollover. The banners had a higher than average click-through-rate on Walmart.com due to both their creative and engaging design.
- Provided creative support for other teams at Triad and assisted them in meeting deadlines. These teams included Walmart, Dollar General, Barnes & Noble, Shutterfly, CVS, Sam's Club, eBay, Toys“R”Us and Dell. Through this, I aided in securing new business from Toys“R”Us.

Creative Lead, Walmart.com / In Stores Now Development Team – Triad Retail Media

Los Angeles, California

(03.2012-05.2012)

- Served as acting Art Director.
- Provided creative direction, supervised and managed a team of cross-country designers.
- Coordinated with project managers, copy and IT on upcoming projects, schedules, budgets and estimates.

Interactive Designer, Walmart.com / In Stores Now Development Team – Triad Retail Media

Los Angeles, California

(03.2009-10.2009)

- Refreshed seasonals and centers according to the changing seasons and holidays. My designated centers included Auto Care, Baby & Me, Celebrations, Food & Recipes, Health & Wellness and Home & Family. Fully designed Walmart's Baby & Me center on In Stores Now.
- Established technical specs and developed a style guide to assist the sales team in selling supplier-branded skins for In Stores Now. The sales team was able to provide visual examples to prospective clients on Triad's capabilities. This in turn opened the door to new sales opportunities for Walmart.com.

Senior Designer – Bayshore Solutions

Tampa, Florida *(08.2007-03.2009)*

Art Director - The HLA Group

Tampa, Florida *(05.2006-07.2007)*

Volunteer Experience

- **Animal Care Center of Hamblen County**, Morristown, Tennessee *(07.2014-09.2014)*
Enlisted my design skills which helped to establish the branding and online presence of a new community animal shelter.
- **Mentor for Graphic Design Student**, McKinney, Texas *(10.2013-06.2014)*

Honors and Awards

- **2014-present Frisco Art in the Atrium**
Chosen to display digital illustrations at city hall for the city of Frisco, Texas.
- **2014 Silver American Advertising Award**
Responsive Design - ASDA Baby & Toddler Club

technical and artistic skills

Versed in Mac OSX and Windows.

Experienced in using both regular Wacom graphics tablets as well as the Wacom Cintiq.

Accomplished in Adobe CC, InVision, and WordPress.

Skilled in Acrylic, Charcoal, Clay, Conté Crayon, Gouache, Marker, Oil, Pen and Ink, Pencil, Watercolor and Papercraft.

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.