



jen of all trades

graphic design & copywriting

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desire:

Creating is my passion...

Talented, motivated designer and writer who seeks a challenging opportunity in a creative, professional environment where I can incorporate my multi-faceted skills in production, desktop publishing & photography for Web and print communications.

experience:

graphic designer, digital artist & copywriter

jen of all trades

Dallas, TX

August 1996 — present

Freelance graphic design & copywriting business. Clients include Neiman Marcus, Attitudes & Attire, Allie-Coosh boutique, inc^c, JC Penney, local photographers, photo stylists, multimedia & print production companies.

DIGITAL ARTIST: Seth Smith Photography

PRODUCTION ARTIST: SG Productions

DIGITAL & PRODUCTION ARTIST: Neiman Marcus & NeimanMarcus.com

CREATIVE CORE MEMBER: work&progress.com

Other freelance projects:

- developed web sites for Matthew Savins, photographer; David Lyles Photography; jenofalltrades.com
Katelin Burton, fashion photo stylist
- produced local Ligne Roset Furniture & Ylang-Ylang jewelry ad campaigns, other print collateral
- created new paper system for Lawson Communications; other projects included formatting technical manuals for Texas Instruments
- created invitations & print materials, including advertisements for The 500 Inc. and Attitudes & Attire
- designed & created "The Duke University Student Handbook" available on the university's intranet
- designed, produced newsletter for Team Logistix Incorporated

graphic designer & production artist

Crystal Clear CDs

Dallas, TX

February 2008 — February 2009

Conceptualized, designed & produced CD & DVD art, posters & other promotional materials for local, regional & national musical talent • responsible for proofing all client art files & copy • managed art & design through all stages of production process • balanced multiple client projects on quick turn-around deadlines • consistently & eagerly approached large-scale projects with enthusiasm • exceeded expectations of management, clients, including producing more than 300 sizeable projects • industrious approach to problems given limited resources, ambitious promises regarding turn-around time made by sales team • bundled final production files for finishing by print vendors & disc manufacturers.

assistant editor & technical writer

broadbandNOW!™, a division of i3s, inc.

Irving, TX

June 1998 — March 1999

Created original multimedia content for broadband web magazine • collaborated on the creation of the editorial vision for entire site • coordinated writers, designers, audio/video technicians & web developers • aided production of multimedia pieces by performing digital photography, digital audio & video recording & editing • utilized Vignette StoryServer • contributed to overall editorial direction & work flow process • wrote user manuals.

layout editor & production artist

Dallas Observer

Dallas, TX

August 1997 — May 1998

Responsible for editorial layout of newspaper, including scanning & copyediting as well as preparing editorial for the Web • designed and created ads • assisted with advertising sales • involved in setting up photo shoots • adapted to rapidly changing parameters each week • attended press checks.

creative director

Registered Direct Response, Ltd.

Carrollton, TX

August 1996 — May 1997

Solely designed direct mail pieces, paper systems, newsletters • conducted client disk checks for pre-press • wrote copy • assisted in sales & public relations • developed capacity to work within tight deadlines while working on various projects simultaneously • developed a solid understanding of pre-press & color separation.

mac
experience:

QuarkXPress • Illustrator • Photoshop • InDesign • Dreamweaver • Acrobat • Freehand • Microsoft Office • working knowledge of XHTML and some Flash • other design & office applications • and I'm a fast learner...

education:

Bachelor of Journalism, July 1996 • University of Texas at Austin • *Magazine tract focused on graphic design* 

design is a journey. *where do you want to go?*