



jennysmith

designs

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Objective

Graphic Artist seeking a full time position utilizing my graphic design, email and web skills.

Education

Lawrence Technological University

Bachelor of Fine Arts

Imaging with a concentration in Digital Arts and Graphic Design

Southfield Michigan

December 2009

Design Experience

Graphic Designer

Borders Group Inc.

Ann Arbor Michigan

2010 - Present

- Design promotional emails for Borders and Borders.com.
- Design seasonal 2011 gift cards.
- Create promotional affiliate online marketing banners.
- Use a template design to create event banners for the Borders.com's Store Locator page.
- Design a Kobo Wireless eReader ad for SRQ magazine.
- Create Borders.com product marketing spots and promotional landing pages.
- Design and code the store event banners for emails.
- Code the emails using Dreamweaver, and test before broadcasting.

- Email and banner designs featured:
Disney Pixar Cars, Dr. Seuss, Seattle's Best Coffee, Winnie the Pooh, Harry Potter, Diary of a Wimpy Kid, Oprahs Book Club, Star Wars, Sesame Street, True Blood, Kobo, Sprout, Build-A-Bear Workshop, HBO, Motorola, Sony, Lego, The Inheritance Cycle, Rick Riordan, James Patterson, George R.R. Martin, and Twilight.

Graphic Design Intern

Detroit Zoological Society

Royal Oak Michigan

2009

- Maintain and develop new look and design at the Detroit Zoological Society including: polar bear, snow monkey, butterfly, and amphibian exhibits
- Create and assemble posters for Zoo Boo, employee events, donations for the wishing well, and upcoming tree information signage.
- Design and stylize Belle Isle Nature Center trail signs including handouts of posters and brochures
- Developed "Adopt" an animal certificates for the red panda, armadillo, and rockhopper penguin.
- Produced banners and signs for 2009 Wildlife Photography of the Year.
Directed, edited, and produced hand animated and film based library promotion videos for students.

Library Assistant

Lawrence Technological University

Southfield Michigan

2007 - 2010

- Directed, edited, and produced hand animated and film based library promotion videos for students.

Technical Drawer (temp position)

Sandbox Studios

Warren Michigan

2007

- Created technical engine drawings for General Motors using Adobe Illustrator.

Software Experience

Adobe CS4: Illustrator, InDesign, Photoshop, Dreamweaver, After Effects, and Premier.
Final Cut Express, Modo, Word, and PowerPoint.