

JENNIFER McLANE

GRAPHIC DESIGNER

e-mail: jennifermclane@yahoo.com
portfolio at <http://www.lulurooarts.com>

PROFILE

Key Proficiencies: Photoshop, Illustrator, InDesign, HTML, Wordpress

Print Experience: Logo design, brand development, print marketing, desktop publishing, extensive photo composition.
Specialization in developing new graphic standards and ensuring consistency within existing corporate standards.

Web Experience: User interface design, information design, professional execution of layout, color, typography, and animation.
Special experience in online instructional media and wireframe creation for multi-tiered website interaction design.

EDUCATION

University of California, Los Angeles
BA in Graphic Design, Specialization in Interactive Media

CAREER

Freelance as LuluRoo Arts

2001-Present

Print and web design: Developing print, logo, and website materials for Northern California organizations.
Forecast future marketing materials across multiple events over time.
Clients include non-profit organizations, universities, and privately-owned businesses.

Event design: *Every event to date produced on schedule and under budget.*
Design and coordinate printing of all pre-event marketing pieces, including catalogs, invitations, and ticket promotions.
Plan and develop thematic elements for large non-profit fundraising events.
Design and build stage pieces, signage and marketing materials for the events.
Consult on securing event locations and identify site-specific requirements.
Oversee teams of volunteers and work with governing board to promote organizations' key objectives.

Senior Graphic Designer and Information Architect

Viant, Inc. (San Francisco, CA) • 1999-2001

Developed branding, look-and-feel, and interface design for websites. Clients included:

- Robert Half International
- Kinko's

Worked alongside development team to manage website production.

Developed website functionality, analyzed content and planned information architecture with a focus on usability.

Produced wireframes, electronic mock-ups and prototypes for websites and migration of large enterprise-based systems to the web.

Worked with teams of graphic designers to develop the look-and-feel of revamped websites.

Art Director and Senior Graphic Designer

IEC, Inc. (Los Angeles, CA) • 1994-1999

Co-lead IEC's Creative Services department in the development of print and web-based artwork for corporate training programs for large international and Fortune 100 companies such as:

- Citibank
- Royal Bank of Canada
- Federal Express
- Price Waterhouse Coopers

Art directed multiple teams of in-house and contracted 3D artists, graphic designers and production artists.

Designed original creative concepts to fit clients' styles and budgets.

Acted as primary liaison between writers, engineers, and production staff to ensure consistency, quality, and artistic integrity of thousands of graphic files. Served as final sign-off resource on interface elements and instructional graphics.

Facilitated knowledge transfer within the department, including training new designers. Developed project schedules and deadlines. Helped invent creative department guidelines for a company that grew from 12 to 180 people in less than four years.

References available upon request.
