



Art direction  
Copywriting  
Photoshop CS3  
Illustrator CS3  
Flash CS3

Dreamweaver CS3  
Technical writing  
HTML, CSS  
Traditional & computer illustration  
Web design & programming

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**JENNA MARINO** 14 Greenwood Terrace Somerville, MA 02143

Looking to further a design & management career in a challenging and creative marketing & advertising environment, utilizing my conceptual, technical and design skills.

**Art Director | Hunt & Gather | MA**

Design work for a small team on large named clients in the New England area. Site architecture, UI design and visual design for such clients as Harvard, VH1, Esquire, SBR, among others. iPhone illustration and design for a company creating their own communication applications and proprietary code. Branding and print design work for a collection of clients to relate to the new styleguide created by Hunt & Gather.

October 2008 - Present

**Sen. Interactive Art Director | RedPlum.com | MA**

Manage team and projects for the recently launched Valassis product, RedPlum.com. Sole designer in the 3 month redesign of the site which originally launched January 3rd, changing the focus of brand from a generic coupon website to a more community and information based destination for busy, family oriented women. Currently creating new IA and functionality as well as directing the design for a visionary application, continuing to transition RedPlum to a site that is more user focused, increasing page views and registration of new users. Additionally, am integral in the marketing, external desktop apps and mobile applications to build the site and reach a broader audience.

December 2007 - October 2008

**Senior Designer | AOL | Dulles, VA**

Manage team and projects for the AIM Product Design Group. Redesigned the people portal of AIM.com utilizing new technologies and trends in social networks to connect people within AIM and it's various web properties. Knowledgeable in UI and visual design, animation, prototyping & CSS as well as HTML. Past projects include ficlets.com, comicsalliance.com and circavie.com which required conceptual UI & visual design skill as sole designer working closely with the front-end developer on production. Additionally became experienced in blog tools and user generated content. Attended FOWD 2007, SXSW 2007, HOW Design Conference 2006, AIGA Conference in Boston 2005. see: design.aim.com

July 2005 - December 2007

**Art Director | Hammer Communications | DC**

Lead a design team in branding and advertising with the creation of print collateral, direct mail, display and classified ads, websites, and interactive dvds/cds for a leading full service marketing communications company. Integral in both print and interactive divisions of the ad agency, taking part in every aspect from creation to production of each campaign. Utilizing Flash and HTML to innovate online marketing through email, direct mail and marketing focused websites.

December 2004 - July 2005

**Design Contractor | AOL | Dulles VA**

Work as part of a team to develop user interface designs for different sections of AOL's well-known Welcome Screen. Evolved new products and features heightening the brand integrity of AOL. Utilized advanced skills in Photoshop, Illustrator and Flash.

May 2004 - December 2004

**Art Director | Symbolic, Inc. | Rochester, NY**

Work as part of a team in an advertising agency/brand marketing company. Creation of marketing communications for various collegiate and corporate clients. Projects require skills in design, art direction and copywriting, technical writing for reference materials and instructional manuals for Xerox Corporation. Create brand identities for newly released products. www.symbolicinc.com

January 2002 - July 2002, September 2003 - April 2004

**Art Director | TMP Worldwide | San Francisco, CA**

Create print and web advertising for leading recruitment advertising agency. Develop advertising for a vast number of clients in the technological and health care fields including Hitachi, Lucent, UCSF, ESI and Isis. Follow each project from concept to production. Involved in all areas of ideation, image research, photo shoots, design layout and production. Print work includes magazine, outdoor banners, newspaper, direct mail and brochures. Web design work includes sites and animated banners, as well as online direct mail.

August 2000 - January 2002

**Graphic Designer | Aquent Partners | Atlanta, GA**

Contract work for various clients such as Southern Energy which consisted of corporate communications including monthly reports, brochures and direct mail. Work as an Art Director and Designer for Artemis Creative and Carroll White Advertising, building brands, creating print advertising, and graphics for use in web design.

May 2000 - August 2000

**Marketing | Xerox Corporation | Rochester, NY**

Art direct Photographic Marketing Association Trade Show for potential new product. Coordinate and design concept to PR, marketing and design for show. Work on account specific advertising from POP to direct mail, advertising strategy, public relations and presentations.

May 1998 - March 1999, November 1999 - May 2000

**Art Director | Saatchi & Saatchi Rowland | NY**

Interned with a team in design and illustration. Concept to production, primary designer, and assisted in layout and typographic design for numerous clients. Create television storyboards for concept presentation on Kodak and DuPont Campaigns. Contribute technical and production support for creative department.

June 1999 - January 2000

Macromedia Flash MX 2004 Designer Certified, 2005

Advanced Actionscript Training for Flash CS3, 2007

Agile Development Training, 2007

Bachelor of Fine Arts, BFA Graphic Design . November 1999

Associates of Applied Science, AAS Illustration . May 1998

Rochester Institute of Technology, Rochester NY

Art Institute of San Francisco, San Francisco CA . December 2001

[www.jennamarino.com](http://www.jennamarino.com)