

## ABOUT

Exceptionally qualified web and graphic designer, with more than 10 years of experience conceptualizing and producing creative projects for organizations ranging from a statewide utility firm to a multi-billion dollar beverage company. Personable communicator, with demonstrated success in collaborating with clients, freelance designers, programmers, and vendors. Continuously boost brand awareness and market share, with proven record of accomplishing projects on time and within budget. Expertly design visually compelling materials including websites, illustrations, flash animations, logos, web banners, posters, signage, and more.

## STRENGTHS & SKILLS

- Web Design
- Graphic Design
- Creative Art Direction
- Creative Team Leadership
- Brand Development
- Creative Development
- Web Layout Design & Coding
- Price Negotiations
- Pre-Press & Print Production
- Client Relationship Management
- Flash Animations
- Trend Analysis
- Project Management
- Photoshoots
- Budget Management
- Marketing Collateral Design
- Presentations

## WORK EXPERIENCE

### **A&A MARKETING**, Buffalo Grove, Illinois • 2009-Present (Freelance)

Performance-based online marketing company providing e-business marketing solutions to advertisers and web publishers.

#### **Art Director**

Design and deliver websites, illustrations, email campaigns, and newsletters. Create flash animations utilizing CSS, HTML, Dreamweaver, Flash, and Actionscript. Create brand / identity development. Research and analyze designs, trends, media, and testing for various websites. Manage and mentor junior designers and freelancers.

- Led successful redesign of SurveyMonster.net that currently yields a 75% conversion rate of new visitors.

### **ACUITY BRANDS LIGHTING**, Conyers, Georgia • 2008-2009

Leading manufacturer of indoor and outdoor lighting fixtures; a subsidiary of Acuity Brands, Inc., comprised of 7,000 employees worldwide with \$2B in sales.

#### **Senior Web Designer**

Created user interface and page visual designs for print and web projects. Conceptualized and designed illustrations and flash animations (storyboards and production). Designed and coded web layouts and flash animation for corporate websites utilizing CSS, HTML, Dreamweaver, Flash, Actionscript, and MS Expressions in a .NET environment. Ensured compliance with brand guidelines. Provided design recommendations for improvements to existing creative.

- Consistently completed all projects on time and under budget.
- Implemented project management system to quickly provide status updates and efficiently manage files.

### **GEORGIA POWER**, Atlanta, Georgia • 2007-2008

Investor-owned, tax-paying utility company serving 2.2M+ customers throughout the State of Georgia.

#### **Senior Web Designer**

Collaborated with various internal departments and project managers to design, develop, and maintain 15 intranet sites, portals, landing pages, and departmental newsletters. Created flash animations (storyboards and production), presentations, and illustrations for corporate promotions, events, and websites. Presented comps and storyboards; translated client feedback into visual user interfaces and design improvements.

- Managed heavy workloads and met extremely tight deadlines; garnered several customer satisfaction awards and gift cards for completing projects on time.



## Jennifer D. Turner

Graphic Design | Web Design | Art Direction

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Buffalo Grove, IL 60089

## EDUCATION

### **Westwood College Online**

Summer 2007 - Fall 2008

- Training in 3D Modeling and Animation

### **American Intercontinental University**

Fall 2001 - Fall 2002

- Training in graphic design, web design and development, photography and illustration.

### **Art Institute of Atlanta**

Summer 1998 - Fall 2000

- Training in graphic design, print production, web design, illustration and art direction.

## NOTABLES

### **Memberships & Associations**

- Member AIGA

### **Personal Points**

- **Interests:** Design, Culture, Art, Technology
- **Professional:** Personable, Organized, Motivated
- **Creative:** Observant, Open-Minded, Innovative
- **Technical:** Resourceful, Adaptable, Efficient

**AMBROSI / THE HOME DEPOT**, Atlanta, Georgia • 2004-2007

Ambrosi: marketing and advertising firm. The Home Depot: home improvement retailer with \$71B in revenues.

**Graphic Designer**

Developed design themes for stationary and special events. Contributed to production of weekly sales circular, newspaper advertisements, and in-store signage. Created web banners and icons for company websites. Released artwork and electronic pages for production.

- Continually completed projects on schedule and within budget.
- Served as Lead Designer for Girl's Inc. Project Dollhouse event held at the Center for Puppetry Arts.

**OK TO DREAM, LLC**, Atlanta, Georgia • 2002-2004

A high-end design firm which provides a full range of advertising and communications services for corporations and individuals.

**Art Director**

Directed and coordinated logos, graphics and illustrations for print, web and e-commerce projects, packaging, publishing, and apparel projects from concept to completion. Created websites and flash animations using HTML, CSS, Flash, and JavaScript. Collaborated with clients to conceptualize vision and designs to meet deadlines and meet objectives. Directed photoshoots for products and lifestyle. Managed and coordinated freelance designers, photographers, and consultants. Negotiated with vendors. Built positive relationships with clients, freelance designers, programmers, and vendors.

- Improved overall quality and customer satisfaction 97% by implementing art proofing system.

**THE COCA-COLA COMPANY**, Atlanta, Georgia • 2001-2002

World's largest beverage company with 92,000+ employees and \$31.9B+ in revenues.

**Senior Graphic Designer**

Member of talented in-house creative team. Conceptualized and designed promos, posters point-of-sale, exterior graphics, annual reports, trademark brand graphics, and miscellaneous collateral. Trained in quality control procedures for high-end pre-press.

- Designed logo selected for use by Coca-Cola's women's forum.
- Acted as photographer for 2002 Coca-Cola Annual Report.

**EARLY CAREER NOTES** (full details on request)

**ARS ADVERTISING AGENCY**, Chattanooga, Tennessee / Art Director

**THE MYERS GROUP**, Snellville, Georgia / Graphic Designer Manager

**LINKS**

**A & A Marketing**

[www.surveymonster.net](http://www.surveymonster.net)  
[www.pandaresearch.com](http://www.pandaresearch.com)  
[www.jumbofreebies.com](http://www.jumbofreebies.com)  
[www.hippocash.com](http://www.hippocash.com)  
[www.selfemploymentsite.com](http://www.selfemploymentsite.com)  
[www.bigdevil.com](http://www.bigdevil.com)

**Acuity Brands Lighting**

[www.acuitybrandslighting.com/default.aspx](http://www.acuitybrandslighting.com/default.aspx)  
[www.acuitybrandslighting.com/schools/](http://www.acuitybrandslighting.com/schools/)  
[www.lithonia.com/](http://www.lithonia.com/)  
[www.lithonia.com/DOM/default.aspx](http://www.lithonia.com/DOM/default.aspx)

**Georgia Power**

[www.ok2dream.net/100\\_days.html](http://www.ok2dream.net/100_days.html)  
[www.ok2dream.net/gp\\_banners.html](http://www.ok2dream.net/gp_banners.html)  
[www.ok2dream.net/gp\\_map.html](http://www.ok2dream.net/gp_map.html)  
[www.ok2dream.net/sales\\_triathlon.html](http://www.ok2dream.net/sales_triathlon.html)  
[www.ok2dream.net/cust\\_sat\\_intro.html](http://www.ok2dream.net/cust_sat_intro.html)  
[www.ok2dream.net/corp\\_sec.html](http://www.ok2dream.net/corp_sec.html)  
[www.ok2dream.net/HeartLines/](http://www.ok2dream.net/HeartLines/)

**Ok To Dream, LLC**

[www.ok2dream.net](http://www.ok2dream.net)  
[www.MyPHVoice.com](http://www.MyPHVoice.com)  
[www.mypreventivehealth.org](http://www.mypreventivehealth.org)  
[www.lyfelyrics.com](http://www.lyfelyrics.com)  
[www.FineArtofJenn.com](http://www.FineArtofJenn.com)  
[www.ok2dream.net](http://www.ok2dream.net)  
[www.IStop4Houses.com](http://www.IStop4Houses.com)  
[www.DickersonsFineArts.com](http://www.DickersonsFineArts.com)  
[www.simsinvestments.net](http://www.simsinvestments.net)  
[www.jtiforex.com](http://www.jtiforex.com)