

jenniferpower

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ART DIRECTION / ADVERTISING & BRAND MARKETING

Experienced Art Director / Graphic Designer dedicated to creating sharp, professional, and unique designs and messages. Specializing in developing high-impact marketing materials, with a focus on conceptualization, brand identity & promotional design.

FOCUS

MARKETING & ADVERTISING:

Promotional Conceptualization, Direct Mail, Newspaper Ads, Magazine Ads, Billboards, Retail Marketing, Catalog Design, Direct Response (DR) Campaigns, Point-Of-Purchase (POP) Displays. Photography Art Direction, Typography, Layouts & Compositions, Font & Color Management, Brochures, Newsletters, Posters & Signs, Collateral Materials, Template-based projects, Splash Screens, Digital Icons, Web Graphics - including Social Media platforms

BUSINESS DEVELOPMENT:

Identity Development, Logo Design, Company Branding, Corporate Communications, Digital File Management, Project Management.

CONTRACT CLIENTS

SUSTAINABLE NANTUCKET

Graphic Design, Advertising, Nantucket, MA

THE NANTUCKET HOTEL + THE WINNETU

Graphic Design, Advertising, Nantucket + MV, MA

EMERITUS DEVELOPMENT ARCHITECTURE + DESIGN

Graphic Design, Advertising, Nantucket + Boston

WINDWALKER/WILLIAM RAVEIS REAL ESTATE

Design, Production & Social Media, Nantucket, MA

FISHER REAL ESTATE

Design & Production, Nantucket, MA

LIVING PROOF, INC.

In-House Creative Services Team, Cambridge, MA
Senior Graphic Designer

HASBRO, INC.

In-House Creative Services Team, Pawtucket, RI
Senior Graphic Designer

REEBOK

In-House Retail Marketing Team, Canton, MA
Senior Graphic Designer

NEW BALANCE ATHLETIC SHOE, INC.

In-House Creative Services Team, Brighton, MA
Senior Graphic Designer

JACK MORTON WORLDWIDE

Global Brand Experience Agency, Boston, MA
Senior Graphic Designer

STAPLES, INC.

In-House Design Agency, Framingham, MA
Graphic Designer

FULL-TIME EMPLOYERS

STAPLES, INC.

In-House Design Agency, Framingham, MA
Graphic Designer 2005 - 2009

BOSTON COMMON PRESS

Cook's Illustrated Magazine & America's Test Kitchen, Brookline, MA
Graphic Designer/Production Assistant 2004 - 2005

THE INQUIRER & MIRROR

Weekly Newspaper, Nantucket, MA
Graphic Designer/Production Assistant 1997 - 2000

THE ASPEN TIMES

Daily & Weekly Newspaper Aspen, CO
Production Assistant 1996

EDUCATION & PROFESSIONAL DEVELOPMENT

LESLEY UNIVERSITY COLLEGE OF ART AND DESIGN

Boston, MA Bachelor of Fine Arts Illustration 1993

CLARK UNIVERSITY

Continuing Education, Framingham, MA
Certificate, Computer Graphics & Prepress program 1995

AQUENT GRAPHICS INSTITUTE Woburn, MA

InDesign Level III, Photoshop Level III, Illustrator Level III
Training 2006

THE AD CLUB OF BOSTON Boston, MA

Intermediate Creative Concepts Class Certificate 2007

SKILLS

InDesign, Illustrator, Photoshop, QuarkXpress,
Acrobat Professional