

Cara Jennison

{Graphic Designer}

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Objectives

To create innovative, award-winning work that fulfills my client's objectives and challenges my imagination and skill. Also, have fun and learn new things.

References

Available upon request.

Experience

2006 to Present **George P. Johnson: Experience Marketing** » Boston, MA
(GRAPHIC DESIGN | ART DIRECTION | PRODUCTION DESIGN)

Clients include: IBM, Research In Motion (BlackBerry), AT&T, T-Mobile, Rogers, Bell, DePuy Mitek (A Johnson & Johnson Company), Sprint & Verizon

Develop creative solutions to fulfill client objectives in a variety of integrated event marketing applications including trade shows, conferences, roadshows, direct mail, micro-site design, brand guideline books, multi-media presentations, interactive demonstrations, and print ads.

Interpret and apply advertising design elements into a worldwide graphic design program for event marketing. Uphold and maintain global brand standards. Present and pitch designs to internal teams and clients on a regularly, providing rationale for design decisions. Educate and train internal teams on campaign updates.

Collaborate with: marketing specialists and 3D environmental designers to integrate marketing messages into design pieces; Event/project managers to fulfill all logistical details and timelines; Production teams to oversee the final production to ensure it meets the highest quality standards.

2007 to Present **Running Double Creative** » Boston, MA
(FREELANCE GRAPHIC DESIGN | ART DIRECTION | PRODUCTION DESIGN)

Clients include: Sixthman (Rock and Roll Cruises, including The John Mayercraft, The Rock Boat, Cayamo), The March of Dimes & Greenchair Creative

Designed and produced event banners, branding materials, CD packaging, invitations, print ads, stationary sets, and programs for a series of special-interest cruises. Maintained a cohesive look across all printed materials. Custom invite design, wedding stationary suite design, music packaging, music branding, promotional and collateral pieces for other clients.

2003 to 2005 **The Journal News** » White Plains, NY
(GRAPHIC DESIGN | ILLUSTRATION | PAGE DESIGN)

Designed the Life & Style section for 125,000 daily circulation paper as well as the weekly arts and entertainment magazine The Line, the monthly, Mind & Body, and quarterly Home & Design. Consulted with writers, editors and photographers. Produced illustrations in a variety of mediums. Art-directed photo shoots for magazine spreads and photo illustrations, photo editing and copy-editing. I participated in early efforts to re-brand the publication's online presence.

2002 to 2003 **The South Coast Beacon** » Santa Barbara, CA
(GRAPHIC DESIGNER | PAGE DESIGN | AD DESIGN)

Built news and features pages, wrote headlines, created infographics and illustrations in a variety of mediums. Cooperated to establish style and design standards. Acted as photo editor: hired and managed photographers, assigned photos, organized photo files, art-directed photo shoots and retouched pictures for publication. Monitored the press run.

2000 to 2002 **University Art Museum** » Santa Barbara, CA
(GUARD | STUDENT DOCENT | EXHIBITION INSTALLER)

Guard, docent and exhibition installer for a series of changing exhibitions.

Skills

- » InDesign, Photoshop, Illustrator, Acrobat, Powerpoint, Keynote, QuarkXpress, QPS, MS Word, some Dreamweaver.
- » Strong writing and copy-editing skills.
- » Presentation design, publication design.
- » Photo retouching, color correction and illustration in various mediums, including hand drawn, pen and ink, acrylic paint, watercolor, and collage.

Education

2009 MassArt Continuing education course, Interactive Communication

1998 to 2002 University of California, Santa Barbara: graduated with distinction with B.A. in history and a minor in art history. On the Dean's honors list seven times, graduated with 3.68 G.P.A. Awarded a grant to complete an undergraduate thesis on California newspaper coverage of the American Civil War.