



JENNIFERSCHWAB

Art Direction & Graphic Design

www.jenniferschwab.com

jenn@jenniferschwab.com

twitter.com/jennschwab

859.750.5136

EXPERTISE: 19+ years of strong design and interactive experience serving national-caliber clients creating dynamic concepts and strategies, deceptively simple user interfaces, and brand-energizing websites. Creative interpretation and implementation of ideas. Intelligent, honest and articulate communication. A team-worker adept at multitasking, problem-solving, diplomacy, objectivity, decision-making and using common sense.

EXPERIENCE: **Freelance and Contract**

02/02 - Present
Art Director/Designer

Creating and designing print and web concepts and design, corporate identity collateral, and advertising. Clients: Hoxworth Blood Center, Shire Pharmaceuticals, Hyperdrive Interactive, Intrinzi Marketing and Design, 4 Service Consulting, LDX Financial Partners, Cincinnati Roller girls, Blue Jay Technologies and Laney Financial.

Creative Department

04/11 - 04/13
ACD of Interactive

Designed and produced dynamic user interfaces for a variety of audiences and content. Oversaw entire creative process including client interaction, design conception, information architecture, sitemap, Flash development, production, and coding/scripting while demonstrating a solid understanding of the process of web development and deployment. Evaluated technical options, creating site maps, wireframes, storyboards, prototypes and presentation materials. Managed a team of designers, user interface developers and web developers. Clients: Procter & Gamble, Ampac, Rotex, Hillenbrand, Inc., Cohen, Inc., Ronald MacDonald House of Cincinnati, ProKids, Medical Metrics, Inc., Silkflowers, and i-wireless.

04/05 - 04/11
Senior Art Director

WBK Marketing & Design

03/03 - 04/05
Senior Designer

Developed creative packaging concepts, solutions and line-extensions for consumer retail products, as well as corporate identity, print collateral, and web design. Clients: Procter & Gamble, Coca-Cola, PepsiCo, Quaker, Shell, Perfetti VanMelle, Johnson Investment Council, Hawg Haven, and the Taft Museum of Art.

divine InterVentures, inc. (formerly marchFIRST and USWeb/CKS)

01/01 - 07/02
Senior Art Director

Instrumental in creating client-winning concepts from brief to completion. Responsible for supervising design, user interface and web development teams on a variety of client engagements. Designed and produced new generation websites, brand strategy, and corporate identity collateral. Created graphics for print and web including corporate identity, illustration, e-cards, online advertising, brochures, and complete website designs. Clients: Frontgate, Oakwood Healthcare Systems, Lucid Financial Services, Microsoft BizTalk, Handleman Online, JCPenney Music and Movies, Bluelight.com, Harley Davidson, and DaimlerChrysler.

01/97 - 01/01
Senior Designer

Comerica Bank

01/95 - 01/97
Graphic Designer

Worked with internal client base to create internal communications, brochures, signage, and advertising designs, while maintaining corporate brand guidelines.

Insite Marketing & Design Group

01/94 - 01/95
Graphic Designer

Responsibilities included conception, design and creation of advertising, brochure, skyline and package design, as well as corporate identity, pre-press work and illustration. Clients: Michigan Campaign for Human Dignity, Scott Shruptrine Furniture, XL Color, and the Detroit Historical Museum.

EDUCATION: **Ferris State University**

Big Rapids, MI
1994 - BS, Visual Communication
Graduated with Honors

Oakland University

Rochester Hills, MI
1990 - AS, Business

SKILLS:

Mac & PC Platforms
Adobe CS Suite
Microsoft Office
Team Leadership
Client Relationships

Website Design
Tablet & Mobile Applications
Intranet & Extranet Design
Information Architecture
User Experience

CMS Systems
Email Marketing
Social Media Marketing
SEO
Advertising

Corporate Identity
Print Design
Packaging Design
Iconography

AWARDS:

2010 Ad Club of Cincinnati, Extranet, Macy's
2009 Ad Club of Cincinnati, B2B Website, Arrasmith & Associates, Inc.
2009 Ad Club of Cincinnati, B2C Website, P&G Tide Dry Cleaners
2001 Regional Addy Award, B2C Website, Frontgate.com
2001 National Addy Award, B2C Website, Frontgate.com