

JENNIFER KAYE / 160 Lincoln Place #2B Brooklyn, NY 11217
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WORK EXPERIENCE

Something Digital / New York, NY

Interactive Designer / 2009-present

Interactive Design Intern / 2008

Design websites, mobile apps, animated banners. Plan information architecture through wireframes and sitemaps. Led the company's internal rebrand project and implementation. Write copy for company website, blog, marketing initiatives.

Doctors Without Borders / New York, NY

Web & Publications Intern / 2009

Designed web banners, marketing material, infographics. Performed web maintenance, managed volunteers. Created photo slideshows, edited accompanying audio.

Traci Moore Graphics / St. Louis, MO

Design Intern / 2007-2008

Assisted with logo designs, publication layouts, business collateral, and brand guidelines.

Red Car Inc. / Chicago, IL

Intern / 2007

Assisted editors with video footage, performed administrative tasks and client services.

COMMUNITY INVOLVEMENT

AIGA

Member of the New York chapter / 2009-present

Member of the St. Louis chapter / 2007-2008

Sandbox

Member of the New York chapter / 2010-present

Private design tutor / New York, NY

Adobe Creative Suite and design theory / 2010-present

PROFESSIONAL DEVELOPMENT

Pratt Institute / New York, NY

Course: "Great Web Design with CSS" / 2010

Media Bistro / New York, NY

Course: "Copywriting for the Web" / 2010

FREELANCE PROJECTS

Yellow Brick Road / New York, NY

Branding / 2009-2010

Designed the new logo for CalFresh, California's food stamp program, as part of their rebranding initiative. Delivered versions in English and Spanish for print and web. Wrote and designed usage guideline document.

The Tuesday Card / St. Louis, MO

Branding, web, print design / 2009-2010

Designed the website, logo, business collateral, promotional material.

Get A Room / New York, NY

Print design / 2010

Designed the poster series for a bi-weekly live comedy show featuring a rotating cast of guest comedians.

A Brief Smile / Brooklyn, NY

Print design / 2009

Designed posters to promote two of the band's album release parties and concerts.

Mexican-American Student Alliance / Bronx, NY

Web / 2009

Implemented a WordPress CMS, restructured the information architecture

EDUCATION

Washington University in St. Louis:

Sam Fox School of Visual Arts / St. Louis, MO

BFA / 2004-2008

Majors in Visual Communications and Philosophy

Study abroad in Florence, Italy

RECOGNITION

GD USA

American Graphic Design Award / 2010

Awarded for the redesign of the Something Digital website

TOOLS

Adobe Photoshop, Illustrator, InDesign, Acrobat Flash, HTML, CSS, Audacity, iWork, Microsoft Office WordPress, Basecamp, Connectwise, SharePoint