

JENNIFER KAYE

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WORK EXPERIENCE

Something Digital / New York, NY

Interactive Designer / 2009-2011

Interactive Design Intern / 2008

Designed websites, mobile apps, animated web banners. Planned information architecture through wireframes and sitemaps. Led the company's internal rebrand project and implementation. Wrote copy for company website, blog, marketing initiatives, and clients.

Doctors Without Borders / New York, NY

Web & Publications Intern / 2009

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

Traci Moore Graphics / St. Louis, MO

Graphic 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

dorkShop / New York, NY

President / 2012-present

Student-run organization that holds skill-sharing workshops on creative technology topics.

AIGA

Member of the New York chapter / 2009-present

Member of the St. Louis chapter / 2007-2008

RECOGNITION

GD USA

American Graphic Design Awards / 2010, 2011

Awarded to my design team at Something Digital for the website redesigns of MadisonSquarePark.org, ElmaPhilanthropies.org, and SomethingDigital.com.

The Webby Awards

Nominee / 2011

The Partnership at Drugfree.org, a Something Digital client, was nominated for an award.

FREELANCE PROJECTS

Okayplayer & DJ Sam Champ / Brooklyn, NY

Album cover design / 2012

Designed album cover for the D'Angelo Live mixtape. Cover art has appeared in New York Magazine.

Environmental Health Clinic & Lab / New York, NY

Branding & Web design / 2012-present

Designed logo for Bike Messenger project. Currently designing a corresponding website and signage for the bike frames.

Offstage w/Christian Polanco / New York, NY

Branding & App design / 2011

Designed logo and album cover for weekly podcast. Adapted design for postcards, a web banner, and iPhone app.

The New Agenda / Westchester, NY

Web & Print design / 2011-present

Manage and maintain various web properties. Design eBlasts, print collateral, presentations, marketing material. Edit video.

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.

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.

EDUCATION

Parsons: The New School for Design / New York, NY

MFA Candidate / 2013

Design & Technology

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

TOOLS

Adobe CS5, Flash, Audacity, HTML, CSS, JQuery, PhoneGap, Processing, Arduino, WordPress, Basecamp, Microsoft Office