

jennifer gergen

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summary

I am a visual designer with 7 years industry experience seeking a Senior Designer or any advanced design position or freelance work.

experience

2003-2007 **Behavior Design** - Visual Designer

I worked for Behavior as a full-time employee and also as a freelancer on many types of assignments for high profile clients. Memorable projects include:

- HBO** During my tenure, Behavior worked with HBO producing "Behind the Scenes" featurettes for a number of their original movies and tv series, including *Carnivalé*, *Deadwood*, *The Life and Death of Peter Sellers*, *Elizabeth*, and *Rome*. The work was featured on the DVDs as well as the website. My responsibilities on these projects varied, but most often included my participation in the entire process from conceptualization to implementation.
- Citizen Change** Citizen Change was P. Diddy's "Vote or Die" Campaign for the 2004 Presidential election. We were charged with the creation of the website, and a very large-scale flash presentation.
- CNN** I was assigned the complete design of a new micro-site for CNN's advertising sales.

1999-present **Independent Contractor**

Being an independent contractor, I have been able to culture my skill set by taking on a large variety of design projects, across many mediums, and for a diverse group of clients. Some notable projects include:

- View My Swing** This was a comprehensive project for a website for golfers to submit videos to professional golf coaches for lessons and pointers. I was responsible for:
- Website design & front-end development in XHTML & CSS
 - Visual design of flash video editing area
 - Browser compatibility for all Mac & Linux browsers, and IE 6 & 7 for windows
 - Complete documentation of the project, code, and style guide
- New York Times** I was responsible for designing a set of 15 icons for the various New York Times email newsletters.
- DigiMerc** DigiMerc was a new company in need of a variety of different marketing services including:
- Browser-compatible website design and production including integrated flash animation and DHTML menus
 - Custom vector diagrams, illustrations and graphics for web and print
 - Secure PHP and MySQL-driven client site
 - Templates for a Graphic User Interface for online / client-side application.
 - Marketing slicks and software boxes

- 2002-2003 **Bucket Creative**
As a founder and partner of this company my responsibilities ranged from design, art direction, creative direction, and marketing to project management, sales, and bookkeeping. We worked on a number of sites including the Autumn Gallery, iSegue, Tocarre, BunnyBoat, and Swingflix.
- 2001-2002 **Fourmula Technologies – Senior Designer**
Fourmula was an exceptional company to work for, and due to an experienced art director, and a flexible small firm environment, I significantly expanded my skill sets and worked up to a senior designer capable of organizing projects and interfacing with clients. The majority of my of my time was spent on:
- Website interface design
 - Identity and Branding
 - Icon design
 - Illustration
 - HTML production
 - Flash production and animation
 - Internal marketing and print design
- 2000-2001 **ADDR.com – Web Design Specialist**
I created over 250 templates, of varying complexity, for website interfaces. I also completed internal marketing tasks including printed cards, site maintenance, database design, and banner ads.
- 2000-2001 **Global Technology Training Institute**
I was part of a four-person team that guided 400 students through a self-paced basic Windows and Internet course. In an effort to organize the process our branch suggested to the home office that we design and maintain a database of student information. The project was completed in record time and implemented throughout the country. Having earned the company's trust and respect, I was promoted to a web designer for the company and worked on two sites with them.

skills

Expert

- Illustrator
- Photoshop
- Indesign
- Flash (design & animation)
- HTML/XHTML/CSS

Experienced

- Quark Express
- Flash (functionality & programming)
- MySQL
- PHP
- Javascript

volunteer

HOPE

HOPE (Hackers on Planet Earth) is a conference held every two years in New York City. With an average attendance around 3000 people it is one of the largest events of it's kind, and it receives a huge amount of media attention. I volunteered to handle the design for their fifth event, and was responsible for the entirety of the project. It was completed over 7 months.

- Logo Design
- Website interface design & implementation with extreme browser compatibility
- Flyers, signs and other printed materials
- T-shirt design
- Decoration of the event space, including two 8ft paintings for the front windows, 10 ft homemade banners, flag designs, and spray-paint stencil designs.
- Entry Badge design (armbands)

22C3

The Chaos Computer Congress is Europe's finest, and the world's largest hacker conference. The event attracts 5000 attendees, international press attention, and the subjects' most prestigious speakers. I volunteered to design their twenty-second annual.

- Logo Design
- Website interface design & implementation with extreme browser compatibility
- Wordpress skin
- Mediawiki skin
- Flyers, stickers and other printed materials
- T-shirt design

RPRN

The Real Public Radio Network was intended as a complete solution for audio content. It was a platform for open exchange between content creators, listeners, and producers. I was the art director of the project and created a logo, business cards & stationary system, offered information architecture advice, and provided website interface design & front-end implementation to the application developers.

recognition



Version 5 of jennifergergen.com named Site of the Week at Coolhomepages.com Week of May 18-25, 2002.



Finalist in t-shirt contest for non-profit anti-violence organization Enough is Enough sponsored by Design is Kinky.



Vectorizer, Bucket Creative, and jennifergergen.com all listed in several sections throughout Netdiver.net.



"Pilot Site" at PlasticPilots.com.



Mentions on popular portals in the design community, such as K10K.net, PixelSurgeon.com and HalfProject.com.



My design for the 5th HOPE appeared in Indymedia's the Independent publication in their article about the event.

My projects at Behavior design helped to earn them American Graphic Design, W3, Horizon, and Webby awards, and were featured in design magazines.

REFERENCES AVAILABLE UPON REQUEST