

# JENNIFER D. KENT

## Graphic Designer

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**Self-motivated web and graphic designer with practical experience in production printing, marketing, custom web design, UX design, web development, project management, and client consultations.**

### EXPERIENCE

#### **Asterix Creative LLC** (02/2015-Current)

Co-founder of company specializing in web and mobile app design and development. Responsible for web, print and UX design, as well as consultant to businesses in need of design services.

#### **Bubble Cat** (12/2013-Current)

Founded successful online jewelry business, featuring all original illustrations. Responsible for all aspects of design, illustration, branding, marketing, production and distribution.

#### **Palo Alto Software** (6/2012-10/2013)

**Marketing:** Produced creative content for brand websites, landing pages, and print. **UX:** Worked with product management to understand user goals. Created pixel-perfect visual designs for new interfaces for the leading business planning software LivePlan.

#### **Lane Community College** (1/2012-7/2012)

Six month contract job involving migration of over 12,000 web pages into Lane's new Drupal template. Project organization and management, write-up of training materials, student training, graphic design and client relations.

#### **JELD-WEN** (3/2011-10/2011)

Layout and design of brochures, catalogs and large format signage for display at Home Depot and Lowe's Home Improvement stores. Critical proofing, editing, managing and preflighting of multiple ongoing print projects. Lead designer for image manipulation projects, e.g. beauty shots.

#### **Smith Bates Printing & Design** (2/2010-12/2010)

Temp assignment designing and typesetting magazines, catalogs, brochures and other printed materials. Performed critical editing, proofing and troubleshooting of print files.

#### **Freelance Graphic Design, Web Design and Programming** (2/2004-2/2010)

Led consultations with clients and advised on options to meet their time and budget constraints. Expert content organization and user-friendly design for multi-faceted websites. Project management, custom design and programming for over 60 websites. Wrote up contracts and estimates, as well as managed billing and accounts. Responsible for generating repeat business and word-of-mouth referrals.

### SKILLS

Photoshop

Illustrator

Dreamweaver

InDesign

Acrobat Pro

HTML / CSS

Javascript

jQuery

Drupal

Wordpress

Prepress

Illustration

### EDUCATION

#### **Los Angeles City College, Los Angeles, CA**

Graphic Design and Fine Arts

#### **University of Vienna, Vienna, Austria**

Intermediate German