

JENNIFER McLANE

GRAPHIC DESIGNER

phone: 916-396-6516

e-mail: jennifermclane@yahoo.com

portfolio at <http://www.lulurooarts.com>

PROFILE

- Software Proficiencies:** Photoshop, Illustrator, InDesign, Word, Excel, Greater Giving (Auction Event Planning Software)
- Project Experience:** Team management, scheduling, cross-team communication, budget management.
- Print Experience:** Logo design, brand development, print marketing, desktop publishing, extensive photo composition.
Specialization in ensuring consistency within existing corporate standards.
- Web Experience:** User interface design, information design, execution of layout, color, typography, and animation.
Special experience in online instructional media and wireframe creation for multi-tiered interaction design.

EDUCATION

University of California, Los Angeles
BA in Graphic Design, Specialization in Interactive Media

CAREER

Freelance as LuluRoo Arts

(San Francisco and Sacramento, CA) • 2001-Present

Fundraising Event Design and Planning:

Design and coordinate printing of all pre-event marketing pieces, including catalogs, invitations, and ticket promotions. Oversee teams of volunteers and work with governing board to promote organizations' key objectives. Plan and develop themes for large non-profit fundraising events. Design and build stage pieces, signage and marketing materials for the events. Consult on securing event locations and identify site-specific requirements.
Every event to date produced on schedule and under budget.

Print and web design:

Develop print, logo, and website materials for Northern California organizations. Forecast future marketing materials across multiple events over time. Clients include non-profit organizations, universities, and privately-owned businesses.

Senior Graphic Designer and Information Architect

Viant, Inc. (San Francisco, CA) • 1999-2001

Developed branding, look-and-feel, and interface design for websites. Worked alongside program developers to manage visuals of website production. Developed website functionality, analyzed content and planned information architecture with a focus on usability. Produced wireframes and prototypes for migration of large legacy-based systems to the web. Worked with teams of graphic designers to develop the look-and-feel of revamped websites.
Clients included Robert Half International, Covad, and Kinko's.

Art Director and Senior Graphic Designer

Internal and External Communication, Inc. (Los Angeles, CA) • 1994-1999

Co-lead IEC's Creative Services department in the development of print and web-based artwork for corporate training programs for large international and Fortune 100 companies such as Citibank, Royal Bank of Canada, Federal Express, and Price Waterhouse Coopers. Art directed multiple teams of in-house and contracted 3D artists, graphic designers and production artists. Designed original creative concepts to fit clients' styles and budgets. Acted as primary liaison between writers, engineers, and production staff to ensure consistency, quality, and artistic integrity of thousands of graphic files. Served as final sign-off resource on interface elements and instructional graphics. Facilitated knowledge transfer within the department, including training new designers. Developed project schedules and deadlines. Invented creative department guidelines for a company that grew from 12 to 180 people in less than four years.

References available upon request.
