

JENNY HORN ~ Digital Designer / Production Artist ~ Jenalux@gmail.com

211 east 18th street, #3-0, NY, NY 10003 / 646-244-7618

Design and Motion Portfolio : jennyhornportfolio.com

SOFTWARE: PhotoShop, Illustrator, Flash, Dreamweaver, Indesign, Premiere, Microsoft Office

MISC. SKILLS: light HTML, Photo-retouching and Photo-research, Vector tracing, Character Animation and motion graphics (Flash/gif), Character Voices, Styleguides, Visual QA,

WORK EXPERIENCE:

JWT – Senior Digital Production Artist / Designer (4/08 – 1/12) see more on last page

Designed graphics and pages, prepared assets and created production processes for digital media including Websites, Banner ads, Emails, FB pgs. and Mobile Apps. Also Styleguides and Visual QA
Clients: Royal Caribbean, Johnson & Johnson, Debeers, Cadbury Adams, Rolex, Macys, HSBC

TAG: WORLDWIDE – Flash Production Artist / Animator (11/07 – 3/08)

Provided production and animation on Flash Banners, E-Blasts, and a Flash Micro-site.
Updated HTML pages. Clients: H&M, Cocoa Cola, Absolut

NEW VIDEO GROUP – Graphic Designer, Print and Web (4/03 – 7/07)

Designed a variety of printed promotional materials. Re-designed the look of 3 of the company's websites. Conceived, designed and animated Flash banners promoting a variety of independent films and documentaries. Produced graphic assets for itunes and X-box download pages.
Product lines: A&E, The History Channel, Scholastic, MLB, Docurama Films

FREELANCE – Graphic Designer, Web Designer, Animator, Project Manager (6/01 – 4/03)

Created Layouts for a Chase micro-site for Behavior Design. Designed and programmed Flash Site for Photographer's Portfolio. Animated 2D Character for a HealthPlus TV spot. Designed Non-profit website and Award-winning logo/stationary. Oversaw the production of 2 Avaya CD-ROMs.

RARE MEDIUM – Visual Designer for Web (12/97 – 5/01).

Was involved with all visual aspects of website design and production. Designed PaineWebber's Intranet and Balducci's E-commerce site. Also did design and production for Scholastic, Nestle and Mattel. Animated for Hewlett-Packard Kiosk and a Sabrina the Teenage Witch CD-ROM.

CENTER FOR ADVANCED WHIMSY – Interactive Production Artist, Animator (9/93 – 9/97)

Production and animation on the multi award-wining storybook CD-Rom "Dazzeloids" published by The Voyager Co., and many other interactive and web projects, including the interactive toys "Clickamajigs" for Nick.com and character drawing production for Playstation "Parappa the Rapper"

RIVERA & RIVERA COMMUNICATIONS – Graphic Designer for Print (2/91 – 5/93)

Designed and produced ads, brochures, newsletters, and logos.

TEACHING POSTIONS, SPEAKER ENGAGEMENTS, CONSULTING

SCHOOL OF VISUAL ARTS – Computer Art Center Instructor (6/91 – 12/95)

Software courses in Computer Publishing, Design, and Animation. Undergraduate & Continuing Ed

MACWORLD, SEYBOLD, MACROMEDIA USERS CONFERENCE – Conference Speaker

(New York '97, San Francisco '97, London '98) Demonstrated Macromedia software techniques developed while part of The Center for Advanced Whimsy

UNITED DIGITAL ARTISTS – Instructor / Speaker (4/96 – 10/97)

Taught two-day courses in graphics and animation software

MACROMEDIA – Advisory Board Member for Graphics Software Development ('97)

EDUCATION

BFA in Graphic Design SCHOOL OF VISUAL ARTS (5/89)

JENNY HORN — My work at JWT, as Senior Digital Production Artist / Designer (4/08-1/12)

Projects included:

- **Design:** Royal Caribbean, Benadryl.com, DotJWT,
- **Animation:** Stride Gum, Brand USA
- **Production Art:** Debeers DiamondsAreForever.com, Zyrtec Parks Unleashed Online Games, Macys Yes Virginia Mobile AR app., Royal Caribbean NationofWhyNot.com, SchickHydro.com Zyrtec.com, Sudafed.com., Bloomberg, Rolex, HSBC

Hired as “Production Artist”, I soon became a valued collaborator with the Digital Producers, and using my knowledge of Front End Development and experience as a Designer, I was a link between the Creatives and Developers.

- Was in charge of checking and organizing PSDs from Creatives before they were handed off to developers. Also created templates for Creatives I work in.
- Created website **Styleguides** for development, including detailed page annotations. Also supervised others in their production.
- Introduced the digital studio to, and performed the function of **Visual QA**, which involved combing through site builds in-progress and making sure the build matched the designs accurately. Then writing detailed documents of all visual issues, consolidating any team feedback, often describing the issues and proposed fixes, using my knowledge of how it was developed.
- Based on own knowledge, and suggestions compiled from our in-house developers, I wrote an extensive **Digital Asset Guidelines** document to give to Creatives, outlining digital best practices and best ways to hand off files to the Digital Studio.
- Created and managed the photos and graphic assets for Royal Caribbean Sites. I created hundreds of Itinerary maps, and edited hundreds of complicated ship deck plans, and then wrote documentation the production of these assets.

What JWT people said:

So appreciate you taking this on with last minute notice and of course being so diligent and efficient as always. Don't know what I would do without you!! *(email excerpt)*

— Karen Salama, Senior Digital Producer

It's great that you attacked this with such bravado, this is more of what we need :) *(email excerpt)*

— Lawrence Edmondson, Senior Technical Lead (acting Head of Dept.)

You were the glue that filled all the holes in the department. *(Quote)*

— Gina Binetti, Senior Flash Developer

Jenny is a strong and committed worker. I truly appreciated working with her because I knew that with her help I could get a project completed and approved with minimum hassle or client revisions—these types of employees are indispensable. Jenny sets herself to understanding all the intricate details of a project and passionately dedicates herself to doing the best job possible. She would often work late, provide multiple options, ask for direction when needed—in short, she was fully engaged and dedicated. Oftentimes people at her level will do the minimum amount of work necessary to get their job done and refuse to ask for help/clarification if they are confused. The result is multiple revisions, meetings and time wasted.

Jenny brings a level of maturity, professionalism, dedication and humour that made working with her relatively effortless. If given the time and the right mentoring, Jenny could move up to AD level—and really should. As with anyone, her strengths could become flaws—her dedication could lead to a fixation with the small details. I actually appreciated this quality in her work because it meant that I knew all details were being considered. This may appear to take longer from a production standpoint, but always saves time in the end. *(Employee Evaluation)*

— Genevieve Walsh, Creative Director