

Work Included:

PRODUCTION ART on



Rolex



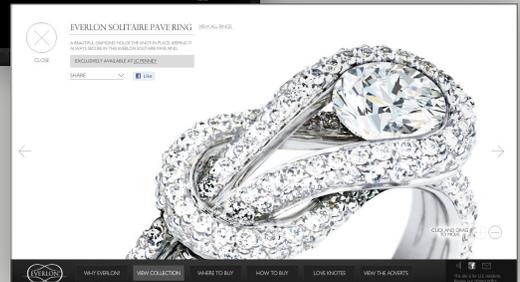
Macy's Mobile AR App



HSBC

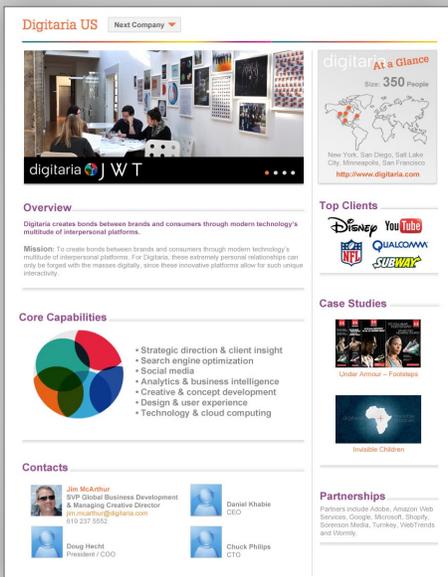


Pepcid.com



Debeers DiamondsAreForever.com

PRODUCTION and DESIGN/LAYOUT on



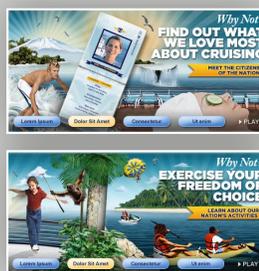
Dot:JWT Digital Community



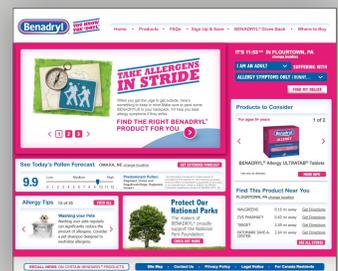
Royal Caribbean Site Maintenance



Nation of Why Not—Live Chat



Nation of Why Not



Benadryl.com

**What JWT people said:**

[ Also see [RECOMMENDATIONS on LinkedIn](#) ]

So appreciate you taking this on with last minute notice and 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*

**Projects included:**

- **Design:** Royal Caribbean, Benadryl.com, DotJWT,
- **Animation:** Stride Gum, Brand USA, Royal Caribbean
- **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. Besides creating design assets and layouts:**

- I 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 on the production of these assets.