

Jennifer Wyse  
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## **Professional Experience**

Jenn Wyse Design, Texas  
December 2007 - Present

Freelance design work for projects including logo and identity design, tradeshow booth designs, marketing and publication design, package design, in-store graphics, web design and apparel design.

Arden Companies Corporate Headquarters, Southfield, MI  
July 2002 – August 2007

Senior Designer

Responsible for managing work the flow among 3 graphic designers in design department including proofing and approving package design and product development design. Additionally responsible for obtaining technology, software and training for textile development. Made business case for Arden to internally design textiles saving the company approximately \$200,000 per pattern produced and placed with a retailer.

Project: Textile Design of printed patterns for household and outdoor goods

Scope: Managed multiple textile designs from conception to production working with repeat and screen printed patterns. Communicated with both domestic and Taiwan import printers to achieve production quality standards for customers, including Lowe's, Wal-Mart, and Meijer. Designed the number one selling outdoor patio cushion pattern for Lowe's southwestern region. Managed the designs of Arden's kitchen textile line including original printed artwork, woven towels and color direction for product refreshes every 18 months.

Project: Packaging and Identity design standards

Scope: Identity and logo design of household product packaging used throughout multiple products and lines. Communicated with import printers in Pakistan, China, and India to maintain quality of POP tags, poly-bags and header cards.

Project: Tradeshow booth design and project management

Scope: Designed and managed the execution of multiple tradeshow booths at the International Housewares Association show in Chicago with up to 4500 square feet of floor space and a booth structure as tall as 18 feet. Designed the floor plan, displays and signage. Additionally responsible for the art direction of contract labor, electricians, and the purchasing of booth supplies, carpeting and props.

Project: Marketing and sales material support

Scope: Managed multiple projects simultaneously with tight deadlines to produce presentation materials, catalogs, and brochures. Responsibilities included art direction of photo shoots, illustration of products and production of the print materials both internally and through local print shops.

Project: Web site Design

Scope: Designed the look of Arden's corporate web site. Coordinated with purchasing department to contract the programming and maintenance of the web site.

Kmart Corporate Headquarters, Troy, MI

August 2001 – January 2002 Contract Graphic Artist through Aquent.

Project: Responsible for design and production of in store signage from concept to completion.

Scope: Managed multiple projects from concept to print. Worked directly with the buyer to redesign the entire lingerie department. Art directed photoshoots to produce new in-store signage. Worked individually and in teams to come up with just the right design for each project.

Aquent

Detroit, MI:

January 2001 - July 2002

Contract Graphic Artist

Successful completion of assignments in deadline-oriented positions requiring design layouts, pre-press production and a diverse understanding of the client's needs.

Project: Design and production of Bi-weekly advertisements for Kmart at Meridian advertising

Scope: Worked with client to set up product placement and design layouts in sales advertisements.

Continued to use design skills in many deadline-oriented tasks requiring fast paced knowledge of software and professional understanding of client's goals.

Project: Design and layout of a promotional brochure for JPRA Architects

Scope: Designed brochure under a tight deadline with a specific goal of promotion for new business.

Project: Production artist for Smith Winchester Marketing.

Scope: Assisted Client with production design of brochures and advertisements in a fast paced deadline oriented company.

Freelance Graphic Designer

Austin, TX:

January 1997 - December 2000

Project: Identity and signage for an Internet startup and gaming software developer Girl Games

Scope: Used a focus group of 9-14 year old girls to develop identity pieces.

Project: Production artist for Sherry Matthews Advertising

Scope: Assisted client with many deadline oriented tasks and was called upon for creative advertising ideas for public service pieces aimed at teenage boys and girls.

Project: Production artist for Texas Guaranteed Student Loan Corporation

Scope: Used a focus group of 14-21 year olds to produce brochures.

Project: Pro-bono production and design for Texas Historical Museum at the University of Texas

Scope: Assisted a webmaster with the design of a new web site and logo

Project: Pro-bono identity design for the San Marcos HIV prevention center

Scope: Developed an identity piece for a food bank to serve AIDS victims; met with client to understand the goals and needs of the community.

## **Education**

Southwest Texas State University

BFA in Communications Design December 1998

## **Internship**

Intern with Michael Cronan, San Francisco, CA: May 1998 - August 1998

Intern with David Kampa, Austin, TX: September 1997 - December 1997

## **Software Knowledge**

Adobe Illustrator, Adobe Photoshop, InDesign, QuarkXpress, Ned Graphics Textile Design, Microsoft Office, Web Page Layout and Design.