

Jennifer Siming.

SUMMARY

Visual Designer & Creative with a background in visual communication and user-centered methodologies, currently living in Oakland but open to relocation.

CAPABILITIES

Concept & Strategy
Information Architecture
Design Direction
Product Design

Responsive Web Design
Brand & Identity Design
Marketing Design
Print Design

TECHNICAL SKILLS

Platforms: Mac OS, Windows

Applications: Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Sketch, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Keynote, InVision, Balsamiq, JIRA, Confluence, HTML and CSS.

EXPERIENCE

2014 – 2017, Design Lead & Product Manager, ViewFind

San Francisco, CA

<http://viewfind.com>

Led the strategy and design of both the MVP and “new generation” product cycles for responsive web platform and creation of brand identity.

Web design (responsive design for desktop and mobile devices); branding design (logo and company style guide); brand collateral design (business cards, email templates, tshirts, etc.); corporate collateral design (marketing materials, decks and pitches); iOS and Android app design (supporting); and product management (product roadmapping, leading scrums, liaison between development team, editorial team, and upper management).

2013 – Present, Co-Founder & Visual Designer, J(2)

New York, NY & San Francisco, CA

<http://jtwo.design>

Co-founded and leading projects for various clients across industries.

Brand identity and collateral design; responsive web design; and project management.

2012 – 2013, Production Artist, Avon

New York, NY

Art direction and production, Photoshop retouching and compositing, style guides, moodboard and swipe compilation.

September 2012 – December 2012, Graphic Designer, @radical.media

New York, NY

Pitchbook design and production in InDesign; graphics design and retouching in Photoshop and Illustrator; presentation design and creation in Powerpoint, Keynote and InDesign.

Clients included Chipotle, MTV, Mt. Gay Rum.

April 2011 – December 2012, Graphic Designer and Production Artist, Jack Morton Worldwide

New York, NY

Presentation design and creation - Powerpoint, Keynote and InDesign; print (magazine, window clings) and digital (e-mail blast, website landing page) collateral production; image searching and Photoshop retouching.

Clients included Mastercard, Nickelodeon, Verizon.

EDUCATION

2006 – 2009, University of Michigan

Ann Arbor, MI

B.A. Visual Communication Studies,
with Honors

2011 – 2012, Shillington College

New York, NY

Web & Graphic Design

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