



Jen Downes

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Connecticut

## Professional Design Experiences

**Williams Lea Tag | Graphic Designer – Contract with Pfizer Inc. | Groton, CT | May 2016–July 2018**

Conceptualized and produced internal and external facing collateral for Pfizer Inc., DXC Technology, and Zoetis.

- Responsible for the creation of promotional floor displays, scientific posters, and clinical trial deliverables
- Designed, coded, and maintained HTML emails and websites as well as HTML5 interfaces and animations
- Worked closely with project management teams to understand the client's business needs
- Developed work that met within brand guidelines and specifications
- In charge of facilitating as well as responding to Pfizer brand questions
- Trained in and executed projects using Google SketchUp, Adobe Muse, Adobe Dimension, Microsoft SharePoint, and Microsoft Visio
- Gained basic knowledge of using campaign metadata tracking tools such as Tableau and Alteryx

**Whitehaus Collection | Associate Graphic Designer | West Haven, CT | October 2015–February 2016**

Created and designed accurate, user-friendly content in a timely manner.

- Measured products and created numerous product specification sheets
- Designed and developed advertisements and emails for distributors as well as customers
- Collaborated with multiple departments on many projects
- Managed social media accounts such as Facebook, Instagram, and Twitter
- Monitored and updated company's CMS site
- Photographed and edited product images for distributors such as Amazon and Home Depot
- Broader knowledge of Home Depot's IDM Portal, and MailChimp

**WunderLand Group | Jr Motion Digital Designer – Contract with Travelers Insurance | Hartford, CT | August–October 2015**

Responsible for designing, developing, and producing the visual information for Travelers Insurance.

- Coded HTML emails compatible with Outlook 2011 as well as HTML5 and JavaScript web banners
- Created motion design graphics that followed strict brand standards
- Worked on multiple projects with tight deadlines
- Advanced skills working with Zeta Mail, MediaBin, and Adobe Edge Animate

**Pacific Northwest National Laboratory | UI Tech Design Intern | Richland, WA | June–August 2014**

iOS team member in a multi-platform competition to create a biosurveillance mobile application for a client.

- Worked alongside an MD, a back-end developer, and a front-end developer for the entirety of the program
- Designed for iOS 7 iPad Air and iPhone 5
- Increased knowledge of working professionally for a government facility
- Presented the final, functioning application to the client
- App was presented at the 2014 ACT-IAC (American Council for Technology-Industry Advisory Council) Conference

**GEM Advertising | Graphic Design Intern | New Haven, CT | May–August 2013**

In charge of numerous print and digital campaigns for Albertus Magnus College, Mezzo Grille, and North Pacific Yachts.

- Able to meet weekly deadlines
- Created products such as menus, stickers, booklets, and newspaper advertisements
- Developed greater knowledge of HTML, CSS, JQuery
- Participated in executive meetings, networking events, and critiques

## Freelance Design Experiences

**BCG Facility Services, LLC | Graphic Designer | Port Richey, FL | July 2018**

Created the company's logo.

**Meathead Nation | Graphic Designer | Madison, CT | November 2015**

Created the company's first logo.

**Saint Andrews Episcopal Church | UI/UX Designer + Developer Expert | Madison, CT | July–October 2015**

Collaborated with ministries to come up with a respectful, modern website to attract new and current church members.

**United Therapy Staffing, LLC | Designer | Sarasota, FL | April 2015**

Redesigned their logo in order to attract a younger audience.

**CrossFit Bradenton | Graphic Designer | Bradenton, FL | October 2014–May 2015**

Redesigned their Barbell Club logo as well as the female tank top for Summer 2015.

## Education

**Ringling College of Art + Design | BFA: Graphic and Interactive Communications | Sarasota, FL | September 2011–May 2015**

**Westover School | Diploma | Middlebury, CT | September 2007–May 2011**

**St. Mary's Anglican Girls' School | Exchange Student | Perth, Australia | June–September 2009**