



JENNIFER KYFF



J K Y F F . C O M

[linkedin.com/in/jenniferkyff](https://www.linkedin.com/in/jenniferkyff)

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## PROFESSIONAL SUMMARY

Insightful Senior Interactive Designer with ability to develop and deliver creative ideas from concept through execution. Strong leader passionate about mentoring and developing the skills of creative team members. Collaborates effectively with designers, producers, product managers and marketers in conceptualization and design of digital experiences. Builds and maintains strong client relationships. Intelligent curiosity for all things interactive.

Key skills include:

- Web Design
- UX/UI Design
- App/Mobile Design
- Graphic Design
- Logo Design
- Game Design
- Leadership
- Presentation Skills
- Ad Banner Design
- Animation
- Drawing/Illustration
- Coaching/Mentoring
- CD Package Design
- Photo Retouching
- Client Relations

## EXPERIENCE

### Freelance

1997–Present

Provided various design applications to clients including: website design, graphic design, logo design, cd package design, presentation design and ad banner creation.

(Clients: Sony, CBS Interactive Music Group, Hollywood Pop Gallery, Boo Games, The Great Charlini, George Wilson, Carol Wright, Claritin, and National Tennis Association)

### Playmada Games™, New York, New York

2015–2016

#### Senior Visual Designer

Designed UX/ UI, game art and animation assets for Playmada's flagship Collisions™ chemistry game that will feature web and mobile experiences on both IOS and Android platforms. Redesigned the responsive company website. Created trade show materials for the Collisions™ trade show booth.

### Amazon/ Quidsi (through Aquent), Jersey City, NJ

2014–2015

#### Graphic Designer II

Conceptualized, designed and executed landing pages, emails, banners, UI and social media assets over ten different sites utilizing ten different style guides. Developed color palettes and branding for Cyber Week and Holiday eCommerce campaigns.

### Sony Electronics, Inc., Park Ridge, NJ

2011–2014

#### Senior Web Designer

Led conception, design and execution of digital experiences for Sony's professional products, VAIO computers and recordable media divisions. Created microsites, graphic user interface (GUI) features, mobile applications and eblasts.

- Designed in a variety of disciplines including icon design, interactive design, animation, and illustration.
- Created templates for tabs, carousels, and page layouts that were integrated throughout the Sony Professional website, which ensured consistency and speeded production.
- Led creative evolution of and enforced adherence to website style guide for internal developers, contractors and agencies.
- Built effective client relationships: listened, guided and interpreted ideas while advocating for good design.
- Collaborated with, led and mentored developers and ensured designs were executed properly under tight deadlines.
- Presented designs and provided creative direction to internal product and marketing managers.
- Collaborated with product managers and established business requirements that supported construction of detailed wireframes.
- Analyzed Site Catalyst and Test & Target data, which enabled informed design decisions.
- Effectively managed and coordinated multiple projects simultaneously; ensured project deadlines were met.
- Designed, in record time, bid winning Alabama state website that launched within strict two-week time frame and was showcased by Brand Activation team.



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**Skyworks Interactive, Inc., Hackensack, NJ**  
**Associate Creative Director (2008-2009)**

2007–2009

Direct managerial, hands-on design and development experience, specializing primarily in iPhone games, online gaming, and web design. Mentored and motivated team of designers that developed dynamic, high impact, quality creative assets. Played multiple roles with broad range of both conceptual and creative skills.

- Trained, mentored, managed, and art directed 2D and 3D artists.
- Designed and conceptualized game interfaces, logos, and illustrated art for iPhone, online games, and Nintendo DS titles.

**Skyworks Technologies, Inc., Hackensack, NJ**  
**Senior Art Director (2001–2008)**

1997–2007

Localized, produced, and ported game art for Nintendo DS and Nintendo DSi platforms. Led design of monthly updates for interactive gaming website; partnered with creative director, programmers, and testers.

**Skyworks Technologies, Inc., Hackensack, NJ**  
**Art Director (1998–2001)**

1997–2007

Coded HTML webpages for interactive gaming websites. Created production art for multiple advergames. Led design and acted as project manager for e-commerce microsite.

**Associate Art Director (1997–1998)**

Coded HTML webpages for the Lifesaver's Candystand website. Designed animated ad banners, online promotions, and email newsletters. Designed icons and spot illustrations for online magazines and other online features.

(Clients and marketing partners: LifeSavers Company [[www.candystand.com](http://www.candystand.com)], C Shell Designs, Marines, ESPN, Disney, Diet Coke, Postopia [[www.postopia.com](http://www.postopia.com)], Wrigley, WebMD, Wild Tangent, Marden-Kane, Weight Watchers, Block Drugs, Dodge, MTV Online, Major League Baseball, CNN/SI, Lids, Inc. Nabisco [[www.nabiscoworld.com](http://www.nabiscoworld.com)], Kraft, and Electronic Arts)

**Garret Clifford Designs, LLC, New York, NY**  
**Junior Graphic Designer**

1996–1997

Conceptualized packaging ideas and created comps. Created mechanicals including design and typesetting.

(Clients: Elizabeth Arden, L'Oréal, Yves Saint Laurent, and Lancaster)

**King Casey, Inc., New Canaan, CT**  
**Junior Graphic Designer,**

1996

Developed brochures, logos, signage, and spot illustrations for corporate identity system.

(Client: United States Postal Service)

**Michael Sporn Animation, Inc., New York, NY**  
**Colorist**

1995–1996

Hand colored cels and color models for films including "The Land of the Four Winds," "Prayer Bear," and "The Ten Commandments." Researched and assisted in character design and assisted in storyboard creation. Provided voice-overs for "Prayer Bear" and "The Ten Commandments."

## EDUCATION

**Rutgers**, Mini-Masters in User Experience Design, Mini-MBA in Business Essentials, Mini-MBA in Digital Marketing, Web Design Professional

**Pratt Institute, BFA**, Communication Design, Graphic Design major (with Honors)  
The David J. Passalacqua School of Drawing and Illustration

## SKILLS

Adobe Creative Suite, Sketch, Microsoft Office, Adobe SiteCatalyst, Adobe Test&Target; working knowledge of HTML, CSS and current development practices; illustration ability.

## ACHIEVEMENTS

12 United States Masters Swimming Top Ten National Swims 2007–2014