

# JENNIFER E. GREEN

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## EDUCATION

Parsons New School for Design  
AAS – Graphic Design

Ithaca College  
BA – Politics with Studies in  
Film and Photography

## SKILLS

- Adobe Creative Suite
- Balsamiq
- HTML/CSS
- Art Direction
- Concept Development
- Research & User Testing
- Retouching and color correction
- Manages projects from start to finish
- Excellent problem solver with good communication and organizational skills
- Works well under pressure to meet tight deadlines

## EXPERIENCE

11.13 – PRESENT

SENIOR WEB DESIGNER, TOMMY HILFIGER, NEW YORK, NY

Manage and design all landing pages and emails for bi-monthly updates to two brand websites from creative brief to final sliced assets. Work with the marketing team on digital ads, skins, and micro-sites. Collaborate with the print team to maintain brand consistency across all media. Use a CMS to design and build editorial features for the brand's online magazine. Provide image mark-ups for retouchers.

8.11 – 11.13

WEB DESIGNER, IDEELI, INC., NEW YORK, NY

Designed creative for daily website updates including event banners, marketing units, and hero images. Assisted with managing the design team and mentoring interns and junior designers. Provided concept ideas and design for landing pages and emails and presented them along with mood boards and mockups at weekly meetings. Gave art direction to in-house photo studio for product shoots. Became increasingly involved in tech projects, including mobile app design. Assisted with user testing and A/B testing.

5.10 – 8.11

WEB DESIGNER, RALPH LAUREN, NEW YORK, NY

Designed landing pages, banners, emails and online ads. Responsible for seasonal updates to RalphLaurenHome.com. Layout and design for editorial content featured on the RL Style Guide and RL Magazine.

7.09 – 5.10

GRAPHIC DESIGNER, ROBERT VERDI, INC., NEW YORK, NY

Designed and conceptualized invitations, menus, signage, e-blasts and marketing materials for themed branding events. Organized product presentations and slide shows for events held at the Luxe Laboratory event space.

3.08 – PRESENT

FREELANCE GRAPHIC DESIGNER, NEW YORK, NY

Web and print design for clients including Whole Foods Market, WSL Strategic Retail, AWE Creative Group, Eric the Redd Studio, Tejani Jewelry, Douglas Friedman and David Coleman for The New York Times.

## INTERNSHIPS

3.09 – 7.09

ASSOULINE CREATIVE, NEW YORK, NY

5.08 – 8.08

ARDISTIA NEW YORK, NEW YORK, NY