

Jennifer Durrant Design

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DESIGN STUDIO

Art Director, 2004 – present

Blurb	Westfield
Weldon Owen	Estée Lauder
McGraw Hill	Nature's Cure
New World Library	Yoga Journal
Palace Press	Potrero View
Design Within Reach	Wise Parent Press
Cameron + Company	Cavallini

Freelance design studio offering a full-range of design services from print and UX/UI/web design to print management for large and small projects.

Design for publishers and corporate clients. Specialize in book / packaging design, sequencing information and photography, including 250-page coffee books, websites, catalogs and business cards to packaging for personal care, food, toys, gifts and signage.

Source rights-free and licensed artwork appropriate for each project's budget. Frequently collaborate with a team of specialists including copywriters, printers, photographers, illustrators, and web programmers.

ART PROJECTS

PHOTOGRAPHY, *Visual Anthropologist* 1989 – present

My work examines the lives of real people. I like spontaneously entering someone's life for a moment, and asking them to tell me something very intimate.

INTEVIEW PROJECT 2011-present, in progress

Photographing and interviewing people.

PERSONAL LANDMARKS 2006

SF Arts Commision jenniferdurrant.com

THE LOVE PROJECT 2003

Blue Sky Gallery, Portland, OR

www.blueskygallery.org/exhibition/jennifer-durrant

WHO ARE WE? Potrero Hill 2000-present

Farley's Art Space, whoarewe.org

jenniferdurrant.com & jenniferdurrant.com/loveproject/

EDUCATION

1992 BA, Liberal Studies/Special Major: *Design + Storytelling in Photography, Writing, Anthropology*

San Francisco State University

Coursework Graphic and Publication Design, Journalistic and Technical Writing, Art and Journalistic Photography, Visual Anthropology, Ethnographic Methods

2002 – present *Ongoing studies in Design + Photography*

California College of the Arts, UC Berkeley

Coursework UX/UI Design, Visual Design, Documentary Photography

EMPLOYMENT

GAP, INC. Art Director 1994 – 2004

During tenure, designed and art-directed marketing collateral, packaging, image campaigns, store signage, and websites in different capacities and departments for U.S. and international markets: UK, Germany, France.

Art Director, Personal Care & Scents 2001 – 2004

Collaborated with business partners in the company to assess their design needs and budget. Lead creative team of eight employees. Initiated ideas for creative projects with design team. Lead creative process with jump-off brainstorming meetings across teams.

Worked closely with print production team to establish design parameters. Developed close relationships with vendors to access best print-technology. Managed the juggle of low, unit production-costs while maintaining innovation and excellence in design.

Designed and art-directed packaging for hundreds of products for four brands each season. Throughout process, maintained excellent organization and communication. Presented the finished designs to audience of decision-makers who would select products.

Managed operating budget of over \$100,000 for travel expenses, temporary help, office equipment, development workshops. Traveled to major cities for design inspiration and research.

Art Director, GapBody 1998 – 2001

Created marketing and in-store imagery for GapBody, packaging, collateral, and overall branding. Developed creative for photoshoots, cast models, produced overall shoot in New York and Los Angeles. Photo-edited thousands of images. Directed staff to execute comprehensive design needs for stores and web.

Graphic and Packaging Designer 1998 – 1994

For Gap, GapKids, BabyGap, Old Navy, and Outlet. Designed web pages and web ads; created signage, marketing and packaging for clothing, underwear, shoes, toys, bedding, hair accessories, wrapping paper, gift packaging, and the company shopping bags.

GGEOWORKS, Graphic Designer 1992 – 1994

Responsible for company-wide design. Designed and produced 1,000-page manual. Developed, from concept to creation, over 150 screen icons, as small as 20x20 pixels. Collaborated with engineers to design icons to fit functionality.

COMPUTER SKILLS

MAC OS, Adobe Creative Suite InDesign, Photoshop, Illustrator, Bridge, Acrobat. Web Design Tools, HTML/CSS