

Jennifer Durrant Design

info@jenniferdurrant.com | website jenniferdurrantdesign.com

DESIGN STUDIO

Art Director, 2004 – present

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|--------------------------|-------------------|
| Blurb | Westfield |
| Weldon Owen | Estée Lauder |
| New World Library | Nature's Cure |
| Callisto Media | Yoga Journal |
| BarbCo Real Estate Group | Potrero View |
| Cameron + Company | Wise Parent Press |
| McGraw Hill | Cavallini |

Design studio offering a full-range of design services in print, book, and online media, including social media creation, HTML email, UX/UI/web design. Provides print management for large and small projects.

Designs for publishers and corporate clients. Specializes in branding strategy, brand story, sequencing information and photography, content creation, and art direction for collateral, advertising, books, annual reports, websites and business systems as well as packaging for personal care, clothing, toys.

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

DESIGN CONSULTANT

BarbCo Real Estate Group, Art Director 2017-18

Worked directly with CEO to develop new branding that maintains their 62-year brand equity but appeals to younger clients in a modern but warm, genuine and friendly way. Brought in human element by showing the visual stories of clients who bought a home with the company. Rebranded and designed logo, whole signage system, marketing collateral, social media campaigns, billboards, business cards, letterhead, HTML emails, annual report, newspaper ads, and managed the printing of whole system with various vendors. Work on new design projects as needed.

POTRERO VIEW, Design & Business Manager 2011 – 14

Developed visual content and designed 24-to 40-page monthly tabloid. Sourced and art directed illustrators and photographers to illustrate articles, opinion pages, fiction, and poems. Photographed (personally) regularly. Worked with writers to develop photo essays. Managed printing. Worked single-handedly. Worked directly with publisher and editor. Redesigned look of 45-year-old paper with new typography, new logo and more visual content. Updated current website CMS monthly. Created UX/UI Design for an online news and content stream with limited resources.

SKILLS

MAC OS, Adobe Creative Suite InDesign, Photoshop, Illustrator, Bridge, Acrobat. Web Design Tools, HTML/CSS Microsoft Office, Powerpoint. Print Management, Photography & Studio Lighting

EMPLOYMENT

GAP, INC. 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.

Design 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.

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, Photography, Painting, Creative Writing