

Jennifer Durrant *Design*

info@jenniferdurrant.com | website jenniferdurrantdesign.com

DESIGN STUDIO

Art Director, 2004 – present

Ten Speed Press/Random House	Blurb
Weldon Owen	Westfield
New World Library	Hello Housing
Callisto Media	Insight Editions
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.

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.

BOOK DESIGN (200-350 PAGES)

Fruit Trees for Every Garden by Orin Martin, TS
The Lonny Home by Sean Santiago, WO
Small Space Style by Whitney Leigh Morris, WO
Gluten-Free Bread Baking, by Pamela Ellgen, CM
Misfits, Merchants & Mayhem by Lee Bruno, C+C
The Complete Cocktail Manual by Lou Bustamante, WO
Get the Picture, Dan Richards, WO
The Complete Book of Home Organization and
The Complete Book of Clean, by Toni Hammersley, WO
How To Photograph Everything, by Popular Photography, WO
Above Portland by Bruce Forster, C+C
The Complete X-Files by Chris Knowles, Matt Hurwitz, Chris Carter, Frank Spotnitz (Foreword By), J. J. Abrams, IE
Indiana Jones And The Kingdom Of The Crystal Skull: A Photographic Journal By David James And Lucas Film, IE
Antarctica: A Call To Action, By Sebastian Copeland, IE
The Approximate Parent: Discovering the Strategies That Work with Your Teenager by Michael Simon, AU
Wise Women: World's Best Advice by BJ Gallagher, IE

EDUCATION

1992 BA, Liberal Studies/Special Major:

Design, Photography, Writing, Anthropology
San Francisco State University

Coursework Graphic Design, Writing, Photography, Visual Anthropology, Ethnographic Methods

2002 – present Ongoing studies

California College of the Arts, UC Berkeley
Coursework UX/UI Design, Visual Design, Photography,

DESIGN CONSULTANT

BarbCo Real Estate Group, Art Director 2017-present

Worked with CEO to develop new branding that maintains their 66-year brand equity while appealing to new clients in a modern, genuine and friendly way. Brought in human element with visual stories of clients. Rebranded entire company look from top to bottom: logo, all design and signage systems. Produced and managed the printing of all designs with various vendors. Currently maintaining updates of marketing collateral, social media campaigns, billboards, business cards, letterhead, HTML emails, and newspaper ads.

POTRERO VIEW, Design & Business Manager 2011 – 14

Developed visual content and designed 24-to 40-page monthly tabloid. Sourced and art directed illustrators. 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.

Marketing and Business Development: Built relationships with local businesses and organizations. Created advertising campaigns. Developed media kit and survey. Managed Interns to create business tools and advertising campaigns, and perform community outreach.

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 to design hundreds of products every season. 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.

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.

SKILLS

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

Microsoft Office, Powerpoint. Print Management, Photography & Studio Lighting. Adobe AfterEffects in training