



Jennifer Spaulding

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Aptex International
DESIGNER
New York, NY
March 2002 – September 2007

Designer at a small, multifaceted design and communications firm working in partnership with Creative Director conceiving and executing print publications, brochures, benefits guides, posters, postcards, and presentation materials for clients including Avon, Philips Electronics, FOJP Service Corporation, and The Nielsen Company (formerly VNU Inc.)

Created logos and themes for special corporate events, applied them to conference welcome packet materials (agendas, facility maps, participant biographies, etc.), signage, nametags, and other presentation elements

Arranged upcoming new release listings and updated backlist categories and titles for Watson-Guptill's 2005 Fall/Winter catalog; entailed extensive text revisions, reformatting, and tracking to ensure accuracy and consistency throughout 224 page catalog

Constructed initial concepts and layouts for clients' intranet sites

Established templates for clients' PowerPoint presentations as well as revised and enhanced their existing files

Max Graphics
McMahon Publishing Group
ART DIRECTOR
ASSISTANT OFFICE MANAGER
New York, NY
October 1998 – March 2002

Designer for a medical publishing company creating four-color monthly tabloid news magazines (*Pharmacy Practice News* and *Anesthesiology News*) and annual journal (*Infectious Disease Special Edition*) for medical professionals

Accountable for all steps in design process including setting type, conceptualizing, researching, creating, and commissioning art work; scanning images; and preparing files for printer

Developed numerous tabloid-sized educational reviews integrating images, text, intricate tables, and complex algorithms related to specific medical topics

Reformatted educational reviews to pocket guides, pocket folders, and wall charts as single sponsored projects for major pharmaceutical companies; responsible for restructuring files meticulously and executing the design into the new format

Assisted in managing the office by scheduling meetings and disseminating information to a staff of eight; acted as a liaison between graphics and editorial departments and helped in trafficking department workflow

Awarded Max Graphics Person of the Year, 2000

Immediate Services
Cincinnati Milacron
GRAPHIC DESIGNER
Cincinnati, Ohio
July 1996 – September 1998

Designer for the internal art department of a large manufacturing company

Produced a wide range of printed materials including newsletters, brochures, catalogs, trade show graphics, corporate identity packages, and *WolfTracks*, the company magazine

Worked with external clients designing annual reports, brochures, and other materials

Joseph-Beth Booksellers
RETAIL DESIGNER
Cincinnati, Ohio
January 1995 – July 1996

Retail store graphic designer for nationally recognized independent bookstore

Responsible for creating monthly events brochure, themed in-store signage, print advertising, and promotional materials for numerous author appearances and special events

Education
MIAMI UNIVERSITY, OXFORD, OHIO
May 1994
Bachelor of Fine Arts
Studio Concentration: Graphic Design

Software/Skills

QuarkXPress Adobe InDesign Adobe Photoshop Adobe Illustrator Scanning
Book Arts Adobe Acrobat Microsoft Office Basic knowledge of HTML /CSS

Memberships

Film Society of Lincoln Center The Paley Center for Media
Cooper Hewitt, National Design Museum Friends of the Library

References available upon request