



512.788.3300
 www.JenniferAlt.com
 contact@jenniferalt.com
 9300 China Rose Dr // Austin, Texas 78724

Senior Visual Designer with strong focus on visual brand strategy, art direction, UI, and front end design.

EMPLOYMENT

AUG 2008–present

Act Global Ltd. // Austin, TX // Creative Marketing Manager

Early Positions: Senior Visual Designer, Marketing Coordinator, Marketing Specialist

Design Specific

- Design, development, and launch of ActGlobal.com, —solidifies new brand hierarchy, voice, market strategy
- Spearhead global efficiency by programming a back end digital portal centralizing latest technical, sales, and visual assets—utilizing thoughtful IA and a clean UI
- Design UI / UX, responsive, Word Press, e-commerce
- Code HTML5, Javascript, CSS
- Direct international videographers, editors, and animators with tight deadlines for various creative projects
- Design international tradeshow booths to include structure, visuals assets, icons, digital video, lighting, photo booth interactivity, social, sales decks, and promotional collateral
- Create digital campaigns advocating brand awareness, increasing sales databases, and lead conversion

Marketing Specific

- Lead global brand, creative vision, and marketing strategy, for 5 product segments for 7 international offices
- Roll out new program obligations in support of FIFA, World Rugby, and FIH certified memberships
- Harness B2B partner relationships through attentive communication, strategy, and joint marketing execution
- Launch various niche product innovations with thoughtful go-to-market strategy and visual assets
- Brand ambassador and spokesperson and for 2 live interviews on *Fox New's Fox & Friends* morning show, —generating 200+ new leads in one day
- Pitched new program initiatives at a Netherlands FIFA marketing conference to a group of 20 select global professionals—leading effort to grow collaboratively

JAN 2008–present

Jennifer Alt Design // Austin, TX // New Media Designer

- Conceptualize and execute various design projects to include web design and development, logos, visual brand identities, product design, media kits, graphic design, photography, apparel artwork, and commissioned murals
- Self-promotion, accounting, relationship building, and networking
- Continue exploration of latest trends, tools, and techniques in the creative marketing industry

MAR 2006–DEC 2007

Blue Sky Publications // Boerne, TX // Senior Graphic Designer

- Managed production and execute design of *Country Lifestyle* magazine, *Texas Hills* magazine, novel *Stairway to Heaven* by Mary Jane Ross, *Boerne Area*, and *New Braunfels Real Estate Guide*
- Art directed magazine photo shoot at the home of Mr. & Mrs. Becker of Becker Vineyards for lifestyle focus
- Assisted editing, wrote cover cut lines, selected pull quotes, photos, and typography for magazine layouts
- Promoted company and product at art galleries, industry conventions, and company events

SKILLS

Digital

UI/UX design
 Web development
 Information architecture
 Motion graphics
 Video editing

Graphic Art

Branding
 Visual design
 Typography hierarchy
 Production assests
 Cross-platform

Fine Art

Design
 Illustration
 Color theory
 Art history
 Photography

Tools

Adobe Creative Suite
 Microsoft Office
 MailChimp
 Keynote
 Google

Personal

Focus
 Creativity
 Organizing
 Multitasking
 Problem solving

EDUCATION

Academy of Art University // San Francisco, CA

2012 Bachelor of Fine Arts
 Web Design + New Media

San Antonio College // San Antonio, TX

2006 Associate of Applied Science Degree
 Sequential Graphics

SXSW Interactive // Austin, TX

2015 Sessions: Brands + Marketing, Design, Development + Code, and Tech Industry

Folio Show // New York, NY

2007 Design Track: Lectures by art directors from Billboard, Harpers, Pink, and Domino