



512.788.3300
 www.JenniferAlt.com
 contact@JenniferAlt.com

Visual Designer with a strong focus on brand strategy + website + UX design.

EXPERIENCE

Jan 2008–
Present

Jennifer Alt Design // Austin, TX // Entrepreneur + Visual + Digital Designer

- Website designing + development—Aeroflowplumbing.com, Archco.org, JessicaGebhart.com, SocoBusiness.net
- Designing brand identity + strategy—Liz Davis Healings, Deleigh Hermes, Killer Smoked BBQ, One Light Charcoal
- Developing digital assets + graphic design—OutboundEngine, Sovren, CareerPlug
- Conceptualizing + executing—campaign design, package design, publication layout
- Invoicing, project managing, self promotional marketing and dedicated customer service

Aug 2008–
Dec 2016

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

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

Design Specific

- Designed, developed and launched ActGlobal.com, —solidifying 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
- Designed UI / UX, responsive, Word Press, e-commerce
- Coded HTML5, Javascript, CSS
- Directed international creative team under tight deadlines for various marketing projects
- Designed international event booths to include structure, visuals assets, digital video, lighting, photo booth, social, sales decks, and promotional collateral
- Created digital campaigns advocating brand awareness, increasing sales, and lead conversion

Marketing Specific

- Lead global creative vision, and marketing strategy, for 5 product verticals for 7 international offices
- Rolled out new program obligations in support of FIFA, World Rugby, and FIH certified memberships
- Harnessed B2B partner relationships through attentive communication, strategy, and joint marketing execution
- Launched 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 for collaboration growth

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

UX/UI design
 Web development
 Information architecture
 Motion graphics

Design

Branding
 Illustration
 Visual design
 Typography hierarchy

Tools

Adobe Creative Suite
 MailChimp
 Sketch
 InVision

Fine Art

Design
 Drawing
 Color theory
 Photography

Personal

Problem solving
 Marketing
 Focus
 Creativity

EDUCATION

Academy of Art University // San Francisco, CA

2012 Bachelor of Fine Arts
 Web Design + New Media

SXSW Interactive // Austin, TX

2017 + 2015 Sessions: Branding + Marketing, Design, Development + Code, and Tech Industry

San Antonio College // San Antonio, TX

2006 Associate of Applied Science Degree
 Sequential Graphics

General Assembly UX Design Bootcamp // Austin, TX

2016 Explored user-centered design principles, and developed low-fidelity UX prototypes with InVision