

Jacqueline Broner

jblue@jackie-blue.com • <http://www.jackie-blue.com>

Highly creative and multitasked Graphic Designer/Art Director with extensive experience in web and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "winwin" partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline driven environments with an emphasis on working within budget requirements. Creative experience in the following:

PRINT

- Editorial Layout & Design
- Brochures & Newsletters
- Logos & Business Cards
- Posters & Post Cards
- Newspaper & Magazine Advertising

WEB

- Web Site Design
- Hand Coding HTML/CSS
- Wordpress and Movable Type
- Flash animation
- Usability & Navigation

WORK EXPERIENCE

Freelance Design and Production

June 2001- Present

Successfully manage and coordinate graphic design projects from concept through completion. Work closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Design of web sites including logo design, all front end coding with HTML/CSS, some Javascript and Flash, browser testing and some SEO. Print design includes consumer magazine covers and layouts, brochures, newspaper supplements, posters, ads, and sales/marketing materials.

- Completed client projects from concept to finish
- Design and implementation of overall look, interface and architecture for multiple web sites
- Provided layout and design for 72 pages magazines under extremely tight deadlines.
- Established trusting relationships with ongoing clients for over 7 years

Meredith Corporation

Freelance Art Director, Parenting Group Custom Publishing, September 2008-March 2009

- Designed mastheads, covers and layouts for custom magazines geared toward parenting and children
- Provided extensive photo research and editing
- Prepare print documents for press

Walt Disney Internet Group

Senior Designer, Family.com, May 2000-June 2001

- Web site design and development, including design of site architecture
- Lead other designers in a major redesign of content heavy web site
- Assign projects and oversee to completion
- Act as liaison to editorial and production teams

PR Newswire

Art Director/Production Supervisor, September 1996-April 2000

- Lead a major web site redesign including all art direction, coding and animation
- Design and development of new Investor Relations product: Virtual IQ
- Hire and oversee the work of production artists and freelancers, train new hires
- Remain abreast of contemporary design and art direction techniques and technology

Ogilvy & Mather Interactive

Web Site Designer, April 1996-June 1996 (Contract for project)

- Created design theme that solidified partnership with Ogilvy's largest client
- Recognized consistently for fresh and innovative ideas and applications

Lebhar-Friedman, Inc.

Assistant Art Director, April 1990-February 1996

- Design and layout of editorial pages, special sections, promotional pieces and ads
- Art Direction for Supplements: Food Merchandising and Computer Product Retailing.
- Preparation of mechanicals, both boardwork and desktop (Mac),
- Manage paperwork: billing, time sheets, etc., ordering of art supplies, distribution of work.

EDUCATION

School of Visual Arts, New York, NY , B.F.A. Graphic Design
Kingsborough Community College, Brooklyn, NY, A.S. Commercial Art

TECHNICAL SKILLS

Expert knowledge of InDesign, Photoshop, Illustrator, QuarkXpress, Flash, Powerpoint. Print production and color separation experience. Hand code HTML/CSS. Working knowledge of Javascript. Cross browser optimization.

References Available Upon Request