



JENNIFER GONZALEZ

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SKILLS

InDesign, Illustrator, Photoshop,
Fireworks, Dreamweaver, Flash,
HTML, CSS, and Microsoft Office.
Fully bilingual English / Spanish.

AWARDS

Recipient of 2004 Community
Papers of Florida award.

EDUCATION

B.F.A., Graphic Design & Technology,
Emmanuel College,
Boston, MA, 2007:
graduated with honors.

A.S., Marketing Management,
Broward Community College,
Coconut Creek, FL, 2000.

Certificate in Business Management,
Broward Community College,
Coconut Creek, FL, 2000.

DESIGN EXPERIENCE

:: GRAPHIC DESIGNER

2006 - Present · Freelancer · San Jose, CA

marketing, print and web design

Create concept-to-delivery marketing strategies, identity, print and web designs for small businesses.

:: GRAPHIC | UI DESIGNER

2007 - 2009 · YouGov Polimetrix · Palo Alto, CA

print, web and ui design

Developed identity for the company's focus group software: *VoxPop*; and redesigned its user interface; thus creating more effective group sessions.

Designed and implemented new branding concepts bringing all marketing materials and website up to date.

Served as a web editor responsible for updating content including daily news.

Art directed marketing projects among various departments including data analysis, technology and sales, maintaining brand consistency.

:: ADVERTISING ARTIST

2004 - 2005 · The Palm Beach Post · West Palm Beach, FL

layout and design

Produced layouts for visual communications media such as newspapers, promotional inserts and in-house promotional materials.

Solved art related press production issues in a timely manner to meet publishing deadlines.

Assisted sales agents with special design projects and translated spanish ads for La Palma (The Palm Beach Post's spanish publication).

MARKETING EXPERIENCE

:: MARKETING COORDINATOR | PROJECT MANAGER

2000 - 2003 · ICCO · Coral Springs, FL

project management

Managed customer relations bringing customer satisfaction to record numbers.

Organized software implementations.

Coordinated annual user's group conferences.

Managed the sales team and exceeded sales goals the first year.

marketing and design

Developed key marketing and sales strategies for ICCO's primary product: *CreditSoft*.

Organized and conducted trade show presentations, promotional events, and seminars.

Managed research on industry trends.

Coordinated the overall concept, design and production of print and digital media for advertising and sales.

website design and online advertising

Created the company's online marketing campaigns.

Developed layout, graphics and content for CreditSoft's website.

Managed online lead generation efforts including e-mail marketing, web advertising and e-news subscriptions.