



JENNY GRAVES
Senior Designer, Digital Media – Banner Ads
www.jennycreative.com

SUMMARY:

I have been a professional Senior Designer, specializing in Banner Ads for the last 12 years. I have worked in a variety of creative jobs that have allowed me to utilize my current banner ad skills, as well as develop new skills. My specialty is in the development of rich media, HTML5 banner ads and in-banner video ads for both mobile and desktop platforms. For development of banner ads, I'm highly skilled using Adobe Animate HTML5 Canvas, combined with Dreamweaver, as well as Google Web Designer, DoubleClick Studio, Mixpo, Liquidus, Measured Marketing, Gimbal, Adobe Photoshop, Adobe Illustrator. I am also DoubleClick Studio QA Certified.

I also have some experience in video editing using Adobe After Effects, Sound Editing with Adobe Audition, and skills in Web Design, Email Marketing, Landing Pages, Logo Design and other general digital graphic design projects.

SPECIAL SKILLS:

- Full Adobe Creative Suite CC
- Adobe Photoshop
- Adobe Animate
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe After Effects
- Google Web Designer
- Mixpo
- Adobe Acrobat
- Adobe Muse
- Adobe Audition

PROFESSIONAL EXPERIENCE:

CBS Radio – Senior Director/Designer, Digital Media
February 2010 – March 2018

I have been the lone Director, Designer, Developer and Production Assistant in my team of one in the digital design department! Over the past 8 years, I have worked on over one thousand digital banner ad campaigns to support 60 Account Executives. I have been responsible for designing and developing Landing Pages, Microsites, Rich Media, using Studio Double Click, HTML 5 Banners. Primarily using Adobe Photoshop, Adobe Illustrator, Dreamweaver; incorporating Streaming Video, XML, PHP data collection for sweepstakes landing pages. In the past I have extensive experience using Flash using AS2 and AS3.

Los Angeles Times Online – Senior Designer – Interactive Advertising February 2008 – February 2010 – I have been responsible for designing and developing Landing Pages, Microsites, Rich Media, using Adinterax and Studio Double Click, Flash Banners. Primarily using Flash CS3, AS2, Adobe Illustrator, Photoshop, Fireworks, Dreamweaver; incorporating Streaming Video, XML, PHP data collection for sweepstakes landing pages. Flash Samples available upon request:

Technicolor – Short-Term Assignment - Blu-ray DVD Author in R&D August 2007 to December 2007. I had an opportunity to work on a Blu-ray DVD authoring program that utilized an interface similar to Flash, based in Java programming. Developed from start to finish, games for Blu-ray DVD, beginning with concept, through graphic design implementation and then completely programming the games successfully through completion.

Consultant – Various Clients, Los Angeles, CA 10/02 - 2008

Clients include advertising and entertainment groups such as:

Dentsu America: Freelance position as Flash Banner Designer, utilizing Flash, with light Actionscripting, Photoshop, Fireworks, Illustrator, Swift 3-D and Dreamweaver.

OvationTV: Freelance position included landing page design, as well as banners, etc, utilizing Fireworks, Photoshop, Flash and Dreamweaver.

A2BTv: Freelance position as Flash Banner Designer, utilizing Flash, Photoshop, Fireworks, Illustrator, Swift 3-D and Dreamweaver.

65 Media: Freelance position vectorizing images for the world-famous SIMPSON'S MOVIE website. Utilizing Illustrator and Flash.

EDUCATION:

UCLA Extension – Design Communication Arts

Graphic Design Certificate Program

Currently enrolled in ongoing course study in Graphic Design, Including training in Flash II Advanced Animation and **ActionScript**, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, QuarkXPress, **Flash**, Logo Design and Typography.

Learning Tree University

Graphic Design Certificate Program

Course Study in Typography, Design, Layout, Adobe Photoshop, QuarkXPress, Adobe Illustrator

Los Angeles Valley College

Drawing I

Microcomputer Applications-Advanced Techniques Using MS Office XP.

Butler University, Indianapolis, IN; 1983-1987

Received a Bachelor of Arts degree in Performing Arts (emphasis of vocal music). While attending Butler University, I was an active member of several organizations. I was a member of Mu Phi Epsilon (Music Fraternity), and Vice President, then President of Pi Beta Phi (Fraternity for Women).