



Jennifer Gressett Allen

512-567-4083 jen@estrogen.com http://estrogen.com



PROFICIENCIES

Eight years experience with Macintosh and PC including Photoshop, Illustrator, Dreamweaver, Pagemaker, Quark and Flash. Experience with site design, UI creation, site architecture and graphics optimization for the web. Working knowledge of dHTML, CSS, SSI and Javascript. Also knowledge of electronic publishing, pre-press and print production.



EXPERIENCE

Graphic Designer/Web Developer | Xerox Omnifax, Austin, TX | April 2002 - June 2004

Design and maintenance of of <http://www.omnifax.com>, as well as preferred customer websites. Design and layout of marketing collateral, presentation graphics and direct mail projects. Left due to a reduction in force.

Graphic Designer/Web Developer | Applied Theory, Austin, TX | October 2000 - October 2001

Handled multiple site designs from initial concept/design through final implementation in a team environment. Communicated with clients to determine creative needs, and to ensure brand consistency. Created hourly design estimates for sales proposals, resource management. Domestic travel for onsite design support. Lead designer for clients such as IBM, Gartner, TI, and the Denver Broncos. Light Flash animation. Left due to a reduction in force.

Lead Graphic Designer | Tabor Interactive, Denver, CO | April 2000 - October 2000

Designed and produced all in-house and client web, cd-rom and print projects. Created hourly design estimates for sales proposals. Served as in-house go-to person for color and design theory, navigation design, user experience tester. Transferred to Austin Branch with aquisition by Applied Theory.

Graphic Designer | Convergent Communications, Denver, CO | July 1999 - April 2000

Produced visual elements for web applications based upon functional specifications provided by the web design team. Generated images and animations for websites and banner ads. Assisted Production Manager, Creative Director and Sales Support Staff in project estimation. Maintained and produced project reports pertaining to labor and material expenditure.

Graphic Designer | Danka Omnifax, Austin, TX | August 1996 - July 1999

Revamped entire line of corporate brochures and marketing materials for two divisions, nationwide. Design of all newspaper, magazine and billboard advertising. Direct mail and product logo design. Website design. Storyboard illustration and script editing for CD-ROM and video projects. Direction of photo shoots for brochures.



RECENT WORK

- <http://www.SenseCorp.com>
- <http://www.GatewayChurch.com/evil>
- <http://www.Estrogen.com/WildRetailers>
- <http://www.Omnifax.com>
- <http://www.JenniferTurner.net>
- <http://www.TheGreatAmericanFilmProject.com>
- <http://www.JMphotography.net>
- <http://www.HospodPhoto.com>



EDUCATION

Texas A&M University: Bachelor of Science in Journalism, Minor in Environmental Design - 1994.