

# jennifer fanning

portfolio: [www.jenniferfanning.com](http://www.jenniferfanning.com)

## info

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## education

B.S., Illustration Photography  
Syracuse University, 1993  
Syracuse DIPA, London, 1991

## software

Photoshop CS4	Flash CS4
Illustrator CS4	Quark
InDesign CS4	Powerpoint
Dreamweaver CS4	Joomla!
Fireworks CS4	WordPress

## experience

owner/designer **Red Couch Studio | Jersey City, NJ | 1999-**

**skills:** *Design* (logos, illustrations, brochures, ads, collateral, newsletters, catalogs, packaging, POP displays, pattern colorways/repeats). *Web* (HTML, CSS, Javascript, basic php/MySQL, Flash, banners (AS3), eblasts, ecommerce, template development). *Marketing* (content development, SEO, social networking, press kits). *Photography* (tabletop, jewelry, headshot, retouching, stock research).

**clients:** Kula for Karma, Jason Apollo Voss, Sociologists for Women in Society, SelectBooks, Devotion Yoga, BodyWise Connection, Dr. Deborah Lubetkin, U.S. News & World Report, Jacqueline Ho Designs (Allure, Time Out NY, The New Yorker, WWD, Forbes), Nancy Green Design (Crate & Barrel, Macy's, Michael Aram, Certified, Hampton Forge, Boston Warehouse, Mikasa), Lily Zane Home, Gina Jiang Designs, Face Capades, NLTA, FAI Consulting, Geller Group, A Girl Named Guy, Eric Decetis Cartoons, Acupuncture for Athletes, TaxStream, Greenwood Legal, Bella Prints.

## websites

[socwomen.org](http://socwomen.org)  
[jasonapollovoss.com](http://jasonapollovoss.com)  
[drdeborahlubetkin.com](http://drdeborahlubetkin.com)  
[bodywiseconnection.org](http://bodywiseconnection.org)  
[kulaforkarma.org](http://kulaforkarma.org)  
[luxefaceandbody.com](http://luxefaceandbody.com)  
[yourwholelife.net](http://yourwholelife.net)  
[nogoodgirls.com](http://nogoodgirls.com)  
[devotionyoga.com](http://devotionyoga.com)  
[nancygreendesign.com](http://nancygreendesign.com)  
[neumanntenants.com](http://neumanntenants.com)  
[ginajiang.com](http://ginajiang.com)

development director **iTelevise | Hoboken, NJ | 2001-03**

- Developed services and packages utilizing photo, video, animation, motion graphics, and integrated workflows
- Designed website, online store, advertising, promotional materials, DVD packaging, and mobile stage set
- Produced studio and field segments (New York/London) for "Putting on Makeup" documentary and other projects

freelance graphic designer **Various Agencies | NYC | 1999-01**

- Provided design, production and presentation creation services for various agencies and clients.
- **Clients:** GSB, Saatchi & Saatchi/Klemtner (Amgen, Wyeth, AstraZenica), Bozell, Lowe Lintas & Partners (Verizon), Merritt-Clapp (Blistex), Gallagher & Gallagher (Aventis Pasteur), Berlitz (Xerox, Symbol), Merkle Newman Harty (Mercedes-Benz), CMG (Virgin Atlantic), The Food Group (Mott's, Lipton, Polly-O), Adventure House (Cambridge University Press, Girl Scouts), Kirchoff/Wohlberg (Harcourt), Socio X ( Paper Magazine, "Vera Wang On Weddings")

associate art director **North American Bear Company | NYC | 1999-00**

- Designed illustrations/layouts for packaging, hangtags, and textiles for plush toys and collectible bears
- Designed and produced newsletters, catalogs, sell-sheets, print promotions, POP displays, and advertising
- Created product mockups, props, signage, and assisted producing photo shoot sets and trade show events

senior graphic designer **NobleWorks | Hoboken, NJ | 1996-99**

- Designed cards, packaging, catalogs, promotions and ecards for an alternative greeting card company
- Digitally colorized photos and illustrations, retouched art and cartoons, pre-flighted flies, optimized images for web
- Assisted negotiating artist contracts/licensing terms, provided IT services, coordinated sales and trade show events

studio manager **Lisa Charles Watson Photography | NYC | 1995**

- Coordinated pre-production, set construction, props, staff, and locations, and first assisted on set
- Distributed promotional materials, prepared shoot estimates, and managed project expenses
- **Clients:** Coach, Bergdorf Goodman, David Yurman, Avon, American Airlines, Marshall Fields, Wathne, Paul Smith

production assistant **DDB Needham Advertising | NYC | 1994-95**

- Provided creative support services for agency senior management and new business department
- Assisted producing multimedia presentations for DDB Needham CEO Keith Reinhard
- Prepared credential books and award reels for agency promotions and new business pitches