



JENNIFER NEUMAN

INNOVATIVE PRINT & DIGITAL DESIGN PROFESSIONAL

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SUMMARY Solution-focused, digital and print design professional with 15+ years experience in the creative field, over which time I have designed for a wide range of industries including B2B, B2C, federal, and non-profit organizations. Experience managing projects, designers, clients, and vendors. Excellent client facing skills, with a cooperative approach to problem-solving and a record for providing clear design strategy and solutions that produce effective results.

- SKILLS**
- Adobe Creative Suite, MS Office, HTML, CSS, Web Design, Responsive/Adaptive Design, App Design, Motion Graphics/Multimedia, Social Media Graphics, CMS (WordPress, Sitecore, Drupal), and Project Management software (Trello, Wrike, Basecamp)
 - Progressive leader, always looking to mentor junior designers while guiding them to develop conceptual skills, build confidence, and follow best practices
 - Conceptual thinker with the ability to analyze situations, visualize data, identify existing or potential design problems and recommend solutions
 - Clear understanding of color, layout, typography, aesthetics, and balance in print, web, and interactive design
 - Excellent interpersonal, oral, and written communication skills
 - Extremely well organized with strong attention to detail and exceptional time management
 - Well-versed in pre-press production and management of print vendor relationships
 - Self-motivated and team-oriented

PROFESSIONAL EXPERIENCE **HIP HOUSE DESIGN STUDIO.** A freelance design firm. Alexandria, VA
Founder | Designer | Co-Director (Aug. 2001 – Present)
"The Hip House" was founded in 2001 as a part-time service, which grew into a full-time, 2-person business by 2005. My role shifts as needed from designer to consultant.

- Design and produce graphics for print, web, digital, and multi-media.
- Develop front-end code for websites using Dreamweaver and WordPress.
- Establish and maintain working relationships with clients, vendors, and freelance support.
- Manage multiple projects, budgets, and timelines at once, while determining priority in meeting client obligations and deadlines.
- Develop strategic direction by focusing on technology, innovation, and experience-based design solutions.
- Present creative concepts for client approval through verbal, visual or written formats.
- Maintain an organized file backup structure for easy access to past work.

ICF. A worldwide consulting and technology corporation. Fairfax, VA
Senior Designer, Print & Web (Mar. 2014 – Feb. 2017)

- Senior designer for in-house creative services and marketing team.
- Promoted and maintained the ICF brand and best practices, by creating compelling print and digital designs supporting expert research, advertising collateral and conference materials for corporate, federal, and commercial clients.
- Supported over a dozen diverse lines of business.
- Contributed to full corporate rebrand by providing feedback for style guides, advising on policy and best practices, and assisting in template creation, asset rebranding, and new brand promotion.
- Evaluated icf.com website and intranet for UI/UX needs, and developed architecture, artwork, and basic programming to create and support innovative online marketing strategies.
- Designed and produced social media graphics, digital presentations, and interactive documents, including multiple award-winning interactive corporate reports.
- Brought various interactive projects in-house, saving the company the expense of an outside contractor.

TAAZ.com. An online beauty destination. San Diego, CA
Creative Director (May 2010 – Aug. 2012)

- Designed and maintained the TAAZ.com website, and the "TAAZ Hair Try-On" mobile application.
- Managed and mentored creative staff, worked closely with marketing, development, and project management teams to ensure scheduling and other needs were met.
- Provided creative input and design for business solutions team who marketed the "Try-On" application to outside clients including Clinique, Estée Lauder, and HSN.

MAISEL PRESLEY, INC. A real estate development company. San Diego, CA

IT Director (Sept. 2004 – Nov. 2005)

- Directed and supported all IT needs (computer network, phone systems and help desk) as company grew from 15 to 150 people in 6 month time period.
- Researched and purchased office hardware and software, and advised on emerging technologies.
- Hired, trained and managed help-desk employees.
- Assisted with the corporate website redesign and various marketing tasks.

OPTION B, INC. A marketing solutions company. Solana Beach, CA

Art Director (July 2002 – Aug. 2004)

- Managed four-person creative team who conceptualized and developed new designs for custom apparel and promotional marketing merchandise items.
- Met with clients to determine need, presented creative concepts, directed work flow, and managed projects.
- Digitally illustrated designs, and produced templates for merchandise creation.

THE WALT DISNEY COMPANY. The happiest place on earth, online division. Seattle, WA (Aug. 1996 – Sept. 2001)

Lead UI Designer, MrShowbiz.com

- Maintained the unique look and feel of the Mr. Showbiz brand.
- Created compelling designs to complement daily content; Designed icons, banners, flash animations, and full microsite sections for special features and advertising opportunities; Produced print collateral and promotional items for marketing.
- Managed projects and worked daily with producers, editors, and production staff to maintain site upkeep and timeliness.
- Contributed to complete site redesign by helping determine a refreshed aesthetic and updated UI/UX, plus site development as design was completed.

Digital Designer, Advertising Department

- Designed and developed online promotional materials and microsites for external clients advertising on our family of websites.
- Managed projects, consulted with clients, and coordinated with salespeople and outside agencies to develop new innovative ideas for online advertisements.
- High profile clients included ADIDAS, M&M Mars, Miller Brewing Company, and Universal Studios.

AWARDS 2015: Gold and Platinum MarCom Awards for ICF's 2013 Corporate Responsibility Report

2015: Platinum Hermes Creative Award for ICF's 2013 Corporate Responsibility Report

2015: Platinum MarCom Award for ICF's 2014 Corporate Highlights Report

2016: Platinum MarCom Award for ICF's 2014-2015 Corporate Responsibility Report

EDUCATION **Bachelor of Fine Arts**, Northern Illinois University, De Kalb, IL

PORTFOLIO Please view samples of my work online at **JenniferNeuman.com**