



JENNIFER DANIELS

Brooklyn, NY

email: jrdaniels218@gmail.com

web: jdanielsdesign.com

design experience }

L'Oreal February 2008 – present
Freelance Designer New York, NY
Lead designer for OptimumCare and professional brand portfolio at Softsheen-Carson Print, packaging, print collateral, print/web promotionals and branding Works closely with Domestic, Global, Integrated, Education & Sales Marketing Design from concept to production on all assignments Coordinates with Research & Development on Global packaging projects Art directing of photoshoots and editing photo selections

MME September 2006 – October 2007
Senior Art Director New York, NY

Involved in all aspects of design for client-based advertising/promotions firm Print, advertising, branding, web, and promotional materials Art directing of photoshoots and editing photo selections Management of junior art directors & freelancers

clients worked on: Affinia Hotels / Belvedere Vodka / The Benjamin Hotel / Grand Marnier / Palmer's Formulas / Stirrings

dk Design Partners September 2004 – September 2006
Designer New York, NY

Involved in all aspects of design for client-based design firm Print, branding, books, advertising, web, identity and promotional materials Account management Management of junior art directors & freelancers

clients worked on: Academic Study Associates / American Sign Language / Charlotte Moss / Chopra Spa / General Home Store / Jeffrey Bilhuber Interior Design / Lexi Design / Lincoln Center Corporate Fund / Really Cool Foods / Sparty! / Susan Magrino Agency / Turquoise Medical Spa / US Weekly

Eleni's NY September 2003 – May 2004
Art Director New York, NY

Lead all art and design for high-end cookie company Web design, packaging, print materials, advertising, environmental graphics, visual merchandising, and cookie design Sketched, comped and sent art to print

BorsaWallace Design February – September 2003
Designer New York, NY

Involved in all aspects of design for client-based firm Print, advertising, web, identity, packaging design and illustration Researched, brainstormed, sketched, designed, comped, and sent art to print

clients worked on: 3M / Crest / DeVries Public Relations / Hellmanns / Medidata / Olay / Pantene / Thermacare

freelance clients }

RuderFinn / public relations firm
Rachel Reinhardt / high-end jewelry designer
Sephora / cosmetics & make-up company
USA Weekend / weekly magazine in newspaper
Birthright Israel / non-profit
Siren Designs / bohemian jewelry designer
GreenPitch Magazine / bi-monthly soccer magazine
EM Press Design / client-based design firm
Syracuse University / Fashion Design Department Annual Fashion Show

skills }

Illustrator, InDesign, Photoshop, Quark, Dreamweaver, Freehand, Microsoft Office, Drawing, Painting, Illustration, Photography, 3D skills

education }

Syracuse University August 1998 - May 2002
College of Visual and Performing Arts
Syracuse, NY

Bachelor of Fine Arts in Communications Design
Minor in Sociology
Dean's List
Dean's Scholarship
American Institute of Graphic Arts
S.U. Women's Club Soccer

University of Hawaii May 2000 - July 2000
Summer Outreach Program
Honolulu, HI

References available upon request.