

+ JEN WILSON

EXPERIENCE

SENIOR ART DIRECTOR
Visual Alchemy
New York, NY
Aug 2009 to present

- Conceptualize and design a variety of print and interactive components including materials for medical education advisory boards, patient advocacy brochures, convention booths, websites, iPhone and iPad application interfaces for clients such as Boehringer-Ingelheim, Pfizer, Genentech, Dey and Merck
- Work closely with operations and development teams to ensure designs meet all business, UX, front-end and back-end requirements
- Delegate support responsibilities to a team of graphic designers to manage daily workflow
- Successfully managed development of the entire ASCO booth for Boehringer-Ingelheim's Oncology Pipeline which included designing, routing and creating more than 40 individual components simultaneously
- Developed efficiency process and documentation for successfully adhering to pharmaceutical clients rigorous routing and approval systems

FREELANCE DESIGNER
Step Up Women's Network
New York, NY
Jan 2008 to present

- Design and develop visual identities and supporting components for a national non-profit's various annual fund raising events including program logos, prospectus decks, invitations, advertisements, tribute journal and video wall
- Design within Step Up's existing brand guidelines while still creating fresh, unique looks for each event

ART DIRECTOR
Medicus LifeBrands
New York, NY
Aug 2007 to Nov 2008

- Conceptualized and designed advertisements, sales aids, convention panels and other collateral to promote various pharmaceutical agents for clients such as Schering-Plough, sanofi-aventis and Merck
- Frequent client interaction included concept presentation and market research
- Developed logos and concepts for business pitches

**ASSISTANT
STUDIO MANAGER**
Medicus LifeBrands
New York, NY
June 2005 to Aug 2007

- Assisted studio manager with supervision of all routing jobs for boutique pharmaceutical advertising agency with multinational Fortune 500 clients
- Ensured quality, consistency and proper pre-press procedures for all jobs
- Developed and enforced quality control system
- Managed staff of graphic artists and freelancers

ART DIRECTOR
Louisiana DEQ
Baton Rouge, LA
Aug 2004 to June 2005

- Conceptualized and designed all pieces for large state agency including brochures, magazines, posters, etc.
- Worked within tight budget constraints to produce high-quality work
- Worked closely with the Communications Team to build an identity for the agency through a new logo, secondary graphics, web site and various other ephemera

QUALIFICATIONS

DESIGN

- Excellent conceptual and compositional skills
- Able to manage all stages of the design process from concept to development and production

PROFESSIONAL

- Detail oriented with strong organizational, communication and problem-solving skills
- Self-motivated, enthusiastic, hardworking, able to work independently or within a team

TECHNICAL

- Proficient in Mac-based Adobe CS5 including Photoshop, Illustrator, InDesign and Fireworks; Quark Xpress, Word, Powerpoint and Outlook
- Extensive knowledge of pre-press production including creation of complex mechanicals, understanding of fonts, die-cuts, spot and process color
- Basic understanding of HTML, CSS and design for Wordpress

EDUCATION

Louisiana State University
Baton Rouge, LA
Aug 2000 to May 2004

- Bachelor of Fine Arts, Graphic Design concentration
- 3.7 cumulative GPA; Dean's List 2000—2004