



Jennifer Contreras

Senior Designer

ABOUT ME

Accomplished, detail-oriented Senior Design Lead highly regarded for spearheading projects from inception through to completion, coordinating and executing the design process from brief through implementation, and overseeing and directing a wide range of key graphic design, creative, and artistic activities. Dedicated leader with a proven history of supervising, mentoring, and leading high-performing teams that exceed surpass all expectations. Achieve success by creating and administering brand assets, establishing and maintaining a consistent brand voice across all design and artistic content, and conducting the editing and manipulation of photos and images. Organized and a keen eye for detail, with demonstrated ability to prioritize and manage multiple graphic design activities simultaneously. Leverage strong communication skills to foster long-lasting relationships with colleagues, clients, and stakeholders.

EXPERIENCE

WebMD / Medscape Education, Newark, NJ | 2018 - Present
Senior Graphic Designer

- Serve as the Design Lead for the EDU vertical and provide ongoing support with process improvements, development, and initiatives.
- Cooperate effectively with and provide support to creative team managers throughout the recruitment process, including interviewing, onboarding, training, and leadership of new hires, contractors, and freelancers.
- Fostered ongoing mentoring, coaching, and training to new hires, contractors, and designers on the creative team, as well as dispensing expert advice and guidance on the EDU vertical.
- Lead the creation, updating, and maintenance of templates for the EDU and Proprietary verticals to achieve maximum success.
- Played a key role in developing conceptual designs for pilot programs.
- Oversee brand assets with Adobe Creative Cloud and SharePoint
- Carry out the creation, updating, and maintenance of documentation on creative processes, resource guides, and list of deliverables for the EDU vertical.
- Actively engage and participate in regular stakeholder meetings to dispense briefings on scope of projects and budgets.
- Perform a wide variety of key quality assurance and control-related activities, including examining designers' work to minimize errors and guarantee quality and timely delivery.
- Prepare, review, and deliver press-ready mechanical files, ensuring accuracy across bleeds, trims, color modes, and output specs.
- Spearhead all aspects of the design, development, and production of visual content for a wide range of Medscape brands.
- Dispense in-depth assistance and support to executive staff members in the development and preparation of presentation designs.

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 jenncon312@gmail.com
 JenniferContreras.com

SKILLS

Photoshop, InDesign, Illustrator,
Adobe XD, Adobe Express
Dreamweaver, Acrobat,
Microsoft Word, Microsoft
PowerPoint, Microsoft Excel,
Figma, Lightroom, Google
Workspace, Workfront

LANGUAGES

English
Spanish



Berkeley College, Paramus, NJ | 2010 - 2018

Senior Graphic Designer

- Orchestrated all elements of the development of concepts and layouts from ideation to completion for the college and corporate offices for both digital and print.
- Closely collaborated with the creative team to achieve the timely delivery of projects and maximize customer satisfaction, achieving a 90% customer satisfaction rate.
- Conducted the editing and assessment of web content through OpenText CMS, performed the retouching and manipulation of photos used across all media, and handled the preparation of files for print-ready production.
- Drove the effective execution of projects by operating independently and partnering with designers, web developers, copywriters, videographers/photographers, and management.
- Interacted clearly and effectively with internal partners to provide in-depth briefings on scope of projects and budgets.

Inspired Corporation, Roseland, NJ | 2002 - 2010

Graphic Designer

- Charged with operating with a primary focus on and specialization in packaging design to allow for maximum success.
- Contributed extensively to the creation of branding for products concerning health, fitness, children's education, and entertainment.
- Led the design and development of various graphics for employment in packaging, sleeves, DVD media, product labels, inserts, and manuals.
- Effectively utilized various software tools and technologies to retouch and manipulate photographs used across different mediums.
- Drove the design and development of top-quality sales and collateral materials in partnership with sales professionals.
- Orchestrated all elements of the production and design of visually appealing store displays and trade show signage.
- Devised, developed, and provided creative and innovative graphic design solutions to support sales efforts and activities.

EDUCATION

Berkeley College, Woodland Park, NJ (2018)

Graphic Design Coursework - Completed 2 years toward Bachelor of Fine Arts

COURSES AND CERTIFICATIONS

- New Media Technology Certificate, 2011 - Essex County College

PROFESSIONAL ACCOLADES

- Leadership Berkeley - selected by senior management to complete "Leadership Berkeley" succession program



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