

Jenny Garcia-Espinosa

Currently working on receiving my bachelors degree of Computer Science at SUNY Empire. Working towards being a Art Director. Strange right? A CompSci to Art Director?! Wanting to merge my background in design, and computer science/ humanities studies into awesome projects! And challenge the idea that techies can't be creative.

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TECHNICAL

- HTML
- CSS
- Adobe Photoshop
- Adobe Illustrator
- Adobe Experience Design (XD)
- Editor: Visual Studio
- Chrome Developer Tools
- Slack
- Trello
- Google Docs, Sheets, Slides
- Salesforce Pardot
- Litmus

PROJECTS

Apple meets the World Cup *Ad Campaign*

This project helped me to seek out how Apple, a multinational technology company can seek to connect with people worldwide who love the sport of soccer. More specifically enjoy watching and being part of the world cup. We can attract more potential customers to Apple by advertising for the event of World Cup. Possibly help attract more attention their Apple's watch Nike+. I also created ads for the Macbook pro, iphone X, and the Apple TV. These products can be more suitable to the event of the World Cup. I also used players within teams that are sponsored with Nike which Apple may have a connection with since they do have the Apple watch Nike+.

Reconnect New York *Ad Campaign*

This is one of my D5in10 team's advertising campaign. This project was made on the idea of creating a non-profit program in NYC to help the homeless find employment. This program uses LinkNYC and the ACE organization to bring in phone donations. These phone donations will help improve their chances in finding employment. More information/design is shown on my Behance portfolio. I collaborated with a copywriter and another art director on this project. I also helped my team with design, copy, and strategy on this campaign.

Portfolio v1.0 *Portfolio Hi-def Mockup*

This is my second web design project I've done. This is a mockup for a portfolio for my work. The goal was to make it easier to view. Design is on behance and source code on Github.

Bake. *Portfolio Hi-def Mockup*

I was inspired to make this site after seeing a local bakery's website. It was very cluttered, unorganized, and hard to read at times. I wanted to design a site that was easy to read for all ages (in consideration of the senior citizens that live nearby) I also thought about how to make it easier to use on a tablet/phone. Design is on behance and source code on Github.

Internship

R/GA, NY, NY - *Technology Intern*

April 2018 - June 2018

Worked with the technology department directors with research for campaigns. Attended meetings with creatives, technologist, and clients to produced notes for future reference for team. Worked with internal communications department in updating internal email templates including QA. Also worked with other interns in user testing and research for creatives in other projects.

VOLUNTEERING

Hudson Valley Tech Meetup

August 2016- Present

- Assisted members register for meet up
- Help with guiding camera for live streaming (managed manual focus/zooming)
- Helped A/V team pack-up equipment up
- Break down banners and flyers in venue
- Helped clean up venue

Women In Tech Meetup

January 2017

- Kept track of time each speaker had
- Helped A/V team pack-up equipment up

Catskills Conference

October 2016

- Preparing attendee swag bags
- Helped with packing for first day of conference
- Set up banners/flyers/chairs in venue
- Assisted attendees with registration/lodging
- Offered/gave assistance to members
- Clean up venue during/after conference

EDUCATION

D5in10 Academy, NY, NY - *Strategy, Concepting, Copywriting, Art Direction*

September 2017 - November 2017

Completed Droga5's D5in10 Academy. A 10-week, portfolio building program teaching the fundamentals of strategy, concepting, copywriting and art direction.

Work:

We worked independently and in teams on several projects/campaigns. We learned how to develop them using our skills to work in advertising.

One of my teams campaigns (Reconnect NY: a phone donation program that helps the homeless have access to employment) is shown on my behance portfolio.

SUNY Empire, Middletown/Newburgh, NY - B.S. Computer Science

January 2015 - December 2019

Courses:

- Operating Systems using Linux (Ubuntu)
- C++ and Object Oriented Programming
- Systems Analysis and Design
- Advance Spanish

Research:

Domino's Pizza Anyware: How it improved their business by adapting to changing technologies

Web Hosting: How websites are published into web servers, concentrated on mostly front-end dev

Women Who Code NYC, New York, NY - Full Day HTML + CSS Workshop for Beginners

October 15, 2015

Coursework:

Learned the basics of HTML and CSS while building a profile page.

SUNY Orange, Middletown, NY - A.A. Humanities

Graduated December 2013

Courses:

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| • Computer Literacy | • Drawing 1 |
| • Foundations in Communication | • Elementary/ Intermediate Spanish |
| • Architectural Drafting | • Sociology 1 |
| • Figure Drawing | • Psychology 1 |

Exhibitions

Awaken, Port Jervis, NY

April 14, 2018

Created and 3 pieces of work. One 12" x 12" realistic Tyler Durden fight club drawing, 12" x 16" Joan of Arc linework drawing, and 12" x 19" an interpretation of a Alphonse Mucha journal entry.

Matters of the Heart, Port Jervis, NY

February 15, 2014

Created and displayed two pieces of work. One 24" x 48" canvas painting and a 18" x 24" paper cut design.

SUNY Orange 2013 Spring Student Exhibition, Middletown, NY

March 2013

Created and displayed my top class art assignments, a 16" x 20" scaled drawing of Charlie Chaplin, and a art club project taking a simple display mannequin and creating a clay sculpted and painted interpretation of Saint Michael.