JENNIFER IP

MOBILE 347.4DESIGN (347.433.7446)
EMAIL iamjenniferip@gmail.com
WEBSITE www.jenniferip.com

EXPERIENCE

Visual Designer @ College Board
August 2013 – Present

- Collaborated with content, communications, marketing, and web production teams over a wide range of media, including web, digital, print, environmental and video.
- Provided art direction and visual designs for webpages, marketing, and informational materials.
- Led refresh and rollout of brand presentation standards.
- Designed and led cohesive experiences for a plethora of College Board events.
- Gathered and provided feedback for various design materials and internal communications.
- Experienced in mobile-ready media formats and knowledgeable in web accessibility.

UI Designer @ Vuwable
February 2018 – July 2018

Refined the user experience and user interface for their principal website.

Associate Designer @ Van Gennep Design
June 2012 – August 2013

Worked with nonprofit organizations, corporations, and businesses to find creative solutions for their needs. Designed marketing materials, informational pieces, and publications with the client's brand aesthetics and guidelines in mind. Clients included Apollo Theater, College Board, the Noguchi Museum, and Planned Parenthood of New York City

Art Assistant @ Meredith-American Baby Magazine
March 2010 – June 2012

Aided with design process, set up and updated templates, and researched talents. Provided additional support for the photography department.

Contract Visual Designer @ CityPockets
July 2011 – December 2011

Designed the user interface of their principal mobile app. Collaborated with the development team to provide deliverable assets for production. Created visuals for emails and promotional banner ads.

SKILLS

Art Direction
Defining Tasks and Goals
Graphic Design
Prototyping
Site Maps
Visual Design
User Flows
User Research
Whiteboarding

TOOLS

Adobe Creative Cloud
Figma
Google Docs
HTML/CSS
Invision
Keynote
Microsoft Powerpoint
Sketch

EDUCATION

Pratt Institute
August 2010 – May 2013
M.S. in Communications Design

The City College of New York
August 2005 – May 2010
B.A. in Electronic Design and Multimedia

CONTINUOUS LEARNING

User Experience Design @ General Assembly, *2018*
Researched, prototyped, and wireframed design solutions with Sketch and Invision. Put together a full set of UX documentation for a digital product.

Improv and Musical Improv @ Magnet Theater,
2016 – 2018
Improved listening skills and honed on-the-spot speaking skills. Gained knowledge in setting scenes, playing characters, storytelling, directing attention through asking questions, and breaking into song.

Dale Carnegie Course @ Dale Carnegie Training Center,
2017
Developed skills in communicating logically and clearly while creating engaging stories and presentations.

Full-Stack Web Development Intensive @ City Tech, *2016*
Increased knowledge in HTML/CSS and designing for the web. Created personas and wireframes; coded prototype. Gained better understanding of Bash, Git, MySQL, Javascript, and PHP.