



JENNIFER MCCLINTON

Graphic Designer | UI/UX Designer

CONTACT

908-583-4888

www.dribbble.com/jmcclinton8

jmcclinton8@gmail.com

SUMMARY

A qualified and experienced Graphic Designer with UI/UX Design skills and working knowledge of WordPress to create websites, I regularly work with design tools such as Figma, Canva and Adobe Creative Cloud and have the ability to learn these tools and more. I am very familiar with HTML and CSS in the context of website and email development. I have great communication skills and that is how I approach my designs and I thrive in a collaborative fast-paced work environment. I use current trends in design, make them user friendly and use color schemes to appeal to the sensibilities in the consumer market. I was also trained to use research and feedback from others to improve the design and problem solve. I make 3D mock-ups and prototypes to present designs to clients for editing and feedback. I am the right candidate to bring ideas forward and make them a reality.

EDUCATION

New Jersey City University
Communication Design, B.A.
Graduated May 2004

Middlesex County College
Marketing Art & Design, A.A.S.
Graduated May 2000

"SMS Strategy" - Klaviyo Academy.
Certificate. Completed Feb 2023.

"Learn Figma: UX/UI Essential Training" Udemy.
Certificate. Completed Nov 2022.

TOOLS

Adobe CC

Canva

Figma

Microsoft Office

HTML/CSS

WordPress

Klaviyo

EXPERIENCE

MAY 2011 - APRIL 2021

G G WOODY FUNERAL HOME - OFFICE ADMINISTRATOR

G. G. Woody Funeral Home is a local funeral home that has served the community for over 50 years. In my role as an Administrator, I was responsible for all major design projects and administrative duties.

- Art directed funeral programs and other printed material for funerals and visitation
- Retouched pictures of decadents and used pictures for social media posts on services and live stream funeral information
- Managed content on the company's website and Facebook page for updates and community engagement
- Overhauled a filing system for archives, implemented effective calendar and project management
- Known as the "go-to person" for creating clean and user-friendly designs as per project, such as funeral programs, brochures, website graphics, memorial blankets and revamping the logo, etc.
- Successfully prioritized immediate and secondary assignments to multitask and work independently
- Created a persona for company's target audience of gender, age or special needs
- Found images of groups of people having non-specific types of fun for the company website, collated them into a library for marketing use.
- Redesigned the company's literature to make it look the same, but totally different.

JANUARY 2005 - AUGUST 2006

MANN PUBLICATIONS, NEW YORK - ART DIRECTOR/GRAFIC DESIGNER

Mann Publications is a local fashion trade publishing company in New York City. I was responsible for designing publications in the fashion trade industry. I also retouched pictures and proofread content for spelling and errors. After further review and pre-flighting, I sent digital files (PDFs) and pictures to a printing company via FTP sites.

- Increased readership by 15% by collaborating with the team to generate interest and engaging content
- Responsible for overseeing the visual assets and branding of Fashion Manuscript and co-designed other publications
- Created and streamlined design projects from conception to execution and managed tight deadlines successfully
- Generated templates and page layouts in InDesign
- Collaborated with editors and designers to develop concepts and visual strategies for each project and met tight deadlines
- Reviewed final production files for errors and pre-flighting
- Conducted research and analysis to identify design trends and best practices in storytelling, implemented new ideas and approach to design

SPECIALTIES

- Proficient in Adobe CS especially Illustrator, InDesign, Photoshop, Acrobat
- Excellent organizational skills and ability to manage time, priorities, and workload effectively and exceptional attention to detail and troubleshooting abilities
- Progressive team-building mindset with effective collaboration skills, adapt to work under pressure, consistently meeting deadlines and exceeding client expectations.
- Print/digital graphic design experience with hands-on instruction in packaging design
- Develop new design concepts, graphics, and layouts for a wide range of projects, including print and digital media
- Create, trace, and revamp logos to enhance brand identity and visual appeal.
- Design and test packaging concepts, considering both aesthetics and functionality
- Develop a keen eye for typography, color, and layout, resulting in visually stunning and effective designs
- Generate product mock-ups and created prototypes in Photoshop, utilizing visual aids, product samples, and web images
- Work on various projects, such as books, e-books, email blasts, web banners, etc.