

Jennifer A. Gordon

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OBJECTIVE

Senior design position encouraging utilization of demonstrated organizational, graphic design, coding and software skills into beautiful and functional web sites and printed pieces that exceed client expectations.

PROFILE

Motivated, personable, degreed design professional with a successful 12-year track record of profitable small business ownership. Talent for quickly mastering technology, recently implementing a CMS in 1 day. Diplomatic and tactful with professionals and non-professionals at all levels. Flexible and versatile and able to maintain a sense of humor under pressure. Poised and confident with demonstrated ability to easily accommodate diversities. Thrive in deadline-driven environments. Self-starter and team-player alike.

SKILLS & SOFTWARE SUMMARY

Web Skills

- xHTML & HTML
- Adobe Illustrator
- FTP
- JavaScript, CGI, PHP, SQL (some)
- CSS
- Adobe Fireworks
- Domain/Hosting Set-up
- SEO
- Adobe Dreamweaver
- Adobe Flash (some ActionScript)
- Adobe Photoshop
- PageSpinner/BBEdit
- Audio/Video

Design Skills

- Concepting
 - QuarkXPress
 - Project Mapping
 - Adobe InDesign
 - Pre-Press
 - Adobe Photoshop
 - Scanning
 - Adobe Illustrator
- Books, Newsletters, Logos, Advertisements, Editorial Design, Identity Systems, Postcards, Flyers, Invitations, Trade Show Banners and Signage, Street Banners and more.

Video Skills

- Adobe After Effects
- Apple Final Cut Pro
- Audio/Video Streaming

Computer Skills

- Mac Professional
- Adobe Professional
- Hardware Set-up
- Microsoft Excel
- Software Installation
- Microsoft Word
- Font Management
- File Recovery

VELVET ELVIS DESIGN PROFESSIONAL EXPERIENCE

Nature Mart, Inc. (www.naturemart.com) - Los Angeles, CA

Health Products Retailer

Web Work - Custom Photoshop design according to client specs with custom favicon, coded in xHTML and table-free CSS with e-commerce system by vcart.com, vertical drop down, fly out navigation system, accordion panels and tab panels. Site is maintained on a monthly basis.

Print Work - Creative Director/Designer. Design of all print flyers, brochures, monthly newsletter and mail-order catalog. Includes: research, copywriting, editing, proofreading, design, layout, illustration, scanning, art and photo manipulation, pre-press production and electronic transfer of files.

Tundra Trading, Inc. (www.tundratrading.com) - Glendale, CA

Gum and Candy Wholesaler

Web Work - Custom Photoshop design according to client specs with custom favicon, coded in xHTML and table-free CSS with drop down, horizontal fly out navigation system, accordion panels, photo gallery and tab panels. Site is updated upon client request.

Print Work - Creative Director/Designer. Design of logo, all sell sheets, brochures, bi-monthly newsletter, trade show booth signage and banners. Includes: research, copywriting, editing, proofreading, design, layout, illustration, scanning, art and photo manipulation, pre-press production and electronic transfer of files.

Lavender Media Minneapolis, MN

Midwestern GLBT Magazine

Web Work - Conversion of printed product for web and web design and programming until they went in-house.

Print Work - Creative Assistant. Freelance design as needed since 1998. All areas of design and production for the biweekly publication. Includes initial client contact through pre-press. Advertising as well as editorial design. Some copywriting. Side projects include complete conceptualizing and design of 2003 and 2004 150+ page PowerPages Directories and some media kits.

Phoenix Integrated Computer Systems, Inc. (www.phoenix-ics.com) - Bloomington, MN

Computer Parts Reseller

Web Work - Custom Flash header and Photoshop design according to client specs with custom favicon, logo design, coded in xHTML and table-free CSS with drop down, fly out navigation system, accordion panels, tab panels, photo gallery and slideshows when needed. Site is updated upon client request.

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VELVET ELVIS DESIGN PROFESSIONAL EXPERIENCE *continued*

Village Hair Company (www.villagehairco.com) - Minneapolis, MN

Spa and Hair Salon

Web Work - Custom Photoshop design according to client specs, coded in xHTML and table-free CSS with drop down, vertical fly out navigation system, accordion panels and tab panels. Site is maintained on a monthly basis. Wordpress blog and custom skinning planned soon.

Print Work - Print ads, posters and postcard design as needed.

Pi Bar and Restaurant (www.pibarandrestaurant.com) - Minneapolis, MN

Local Nightclub and Restaurant

Web Work - Custom Photoshop design according to client specs, coded in xHTML and table-free CSS with drop down, vertical fly out navigation system, accordion panels, tab panels, photo gallery and slideshows when needed. Site is maintained on a weekly basis with custom graphics for special promotions.

Print Work - Bi-weekly advertisements for *Lavender Media*.

The Town House Bar (www.townhousebar.com) - St. Paul, MN

Local Nightclub

Web Work - Custom Photoshop design according to client specs, coded in xHTML and table-free CSS with drop down, horizontal fly out navigation system, accordion panels, tab panels, photo gallery and slideshows when needed. Site is maintained on a weekly basis with custom graphics.

Print Work - Bi-weekly advertisements for *Lavender Media*.

Fathom Worldwide (www.fathomworldwide.com) - Denver, CO

Producers and resellers of webmercials

Web Work - Custom Photoshop design according to client specs, coded in xHTML and table-free CSS with drop down, fly out navigation system, accordion panels, tab panels, photo gallery and slideshows when needed. Site is updated upon client request.

John-Ivan Palmer (www.john-ivanpalmer.com) - Minneapolis, MN

The World's Fastest Hypnotist

Web Work - Custom Flash intro and Photoshop design according to client specs with custom favicon, coded in xHTML and table-free CSS with vertical drop down, fly out navigation system, video, accordion panels, tab panels, photo gallery and slideshows when needed. Site is updated upon client request.

Because We Care (www.becausewecareMN.com) - Minneapolis, MN

HIV/AIDS Fund-raisers

Web Work - Photoshop design according to client specs, coded in xHTML and table-free CSS with accordion panels and photo gallery. Site is updated upon client request.

Print Work - Fund-raiser program and logo design. Concept to press.

Hot Poker Bonus (www.hotpokerbonus.com)

Online Gambling Portal

Web Work - Custom Photoshop design according to client specs with custom favicon, coded in xHTML and table-free CSS with horizontal drop down, fly out navigation system and tab panels. Site is updated upon client request.

Movies Rock (www.movies-rock.com) Toronto, Canada

Photography and Video editing

Web Work - Custom Photoshop design according to client specs with custom favicon, coded in xHTML and table-free CSS with drop down, fly out navigation system, accordion panels, tab panels, photo gallery and slideshows when needed. Site is updated upon client request.

Pixel Parfait (www.pixelparfait.net) - Sweden, Canada & USA

Art & Graphic Design Forum, Photo Gallery and Blog

Web Work - Logo design, Custom Photoshop design according to client specs and installation (including mods) and custom skinning of phpBB2 forum, Coppermine photo gallery and Wordpress blog. Sites are almost live.

Frostop Root Beer (www.frostop.com) - Canton, OH

Root Beer Manufacturer

Web Work - Custom Photoshop design according to client specs, coded in HTML and tables with a roll-over menu. Site has never been updated.

Mercedes-Benz Denver, CO

Print Work - Event invitations, postcards, labels and posters as needed.

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Compass Labs Minneapolis, MN

Print Work - Design studio. Concept, creation and design of five Hipsterz Journals for Target stores and currently on Amazon.com.

Bloomington Civic Theater Bloomington, MN

Print Work - Creation of show logos, programs, posters and sales brochures for two seasons and the season brochures as well as special invitations.

TypeCon 2003

Print Work - Typography Association. Complete concept, design and layout of event guide.

QAI Precision Products, Inc. Lakeville, MN

Web Work - Concept, code and design of web site until they went in-house.

Print Work - Shocks and other car parts catalogs. Design thru pre-press.

Interactive Personalities Minneapolis, MN

Print Work - Multimedia design studio. Designed game show backdrops for use in employee training and motivational games.

W design (Alan Wallner) Minneapolis, MN

Print Work - Design studio. Designed a logo and letterhead for the University of Minnesota's Center for Metals in Biocatalysis. Also a travel incentive package for WMC radio in TN.

Courage Center Golden Valley, MN

Print Work - Impaired Children's Foundation. Designed the 1994 holiday fund-raising letter, 1995 Camp Courage fund-raising campaign and the 1995 Golf Marathon fund-raising newsletter.

Sheridan Hills Elementary School Richfield, MN

Print Work - 2000 student directory. Design thru pre-press.

Summer of Love and Sixties Radio Dot Com Minneapolis, MN

Web Work - Concept, code and design of web sites until the shut down.

Print Work - Web radio station. Identity system.

Especially for Children Daycare Minneapolis, MN

Print Work - Student directory. Design thru pre-press.

Sweetski's Minneapolis, MN

Print Work - Pastry wholesaler/retailer. Identity system and product signage.

Rick Samuelson Minneapolis, MN

Print Work - Research information specialist. Identity system.

Espress Yourself Cafe Minneapolis, MN

Print Work - Coffeeshop. Identity system plus menus, t-shirts and other specialty pieces including signage on exterior.

ISOC (International Series of Champions) Rogers, MN

Print Work - Snowmobile racing news. Interim designer for five issues of Action Sports News, a 36-page newspaper for the midwestern snowmobile racing circuit. Design through pre-press.

GLBT Pride/Twin Cities Pride Minneapolis, MN

Print Work - Organizational committee for Minneapolis GLBT pride festival.

Total design thru pre-press of the 1998 & 1999 event guides.

Capital City Pride Guide St. Paul, MN

Print Work - Organizational committee for St. Paul GLBT pride festival.

Total design thru pre-press of the 1998 event guide.

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VELVET ELVIS DESIGN PROFESSIONAL EXPERIENCE *continued*

Swank Without The Wank (www.swankwithoutthewank.com) - Minneapolis, MN

Graphic Design Forum, Photo Gallery and Blog

Web Work - Installation (including mods and lightbox) and custom skinning of phpBB2 forum, Coppermine photo gallery and Wordpress blog. Sites are updated when necessary.

Velvet Elvis Design (www.velvetelvis.com) - Minneapolis, MN

Self-promotion and Portfolio Site

Web Work - Photoshop design according to my own specs with custom (logo) favicon, coded in XHTML and table-free CSS with drop down, fly out navigation system, accordion panels, tab panels, scrollers, photo gallery and slideshows when needed. Site is updated frequently.

Print Work - Everything and anything related to running a design studio single-handedly.

EMPLOYMENT HISTORY

Velvet Elvis Design

Owner, 1995 to Present

Nature Mart, Inc.

Creative Director/Designer, 1984 to Present

Tundra Trading, Inc.

Creative Director/Designer, 1997 to Present

Lavender Media

Creative Assistant, 1998 to Present

Creative Cadre

Graphic Design Service, 1995-1996

Specific Foods

Seasonal concession stand manager, 1989-1996

Copies & Ink

Mac production in a print shop, 1994-1995

ArtCraft Press

Bindery work, 1989

Rendezvous Express Cafe

Manager, 1988

Executron Mortgage Network

Assistant Office Manager, 1987

EDUCATION

Minneapolis College of Art and Design

BFA Graphic Design, 1994

Glendale Community College

Business Law and Accounting, 1987

AWARDS & AFFILIATIONS

TypeCon Board of Directors, 2003

Access Magazine Choice for Best 'o The Web (sixties picks) for www.sixtiesradio.com, 2001

Winner of GLBT Pride/Twin Cities logo contest, 1998 & 2000

Yahoo Pick of the week for www.orangesunshine.com, 1998

Noteworthy Music Award for www.orangesunshine.com, 1998

Eye Candy Award for www.orangesunshine.com, 1998

Realtor Award for www.buy2day.com, 1997

REFERENCES

Personal and employment references are available upon request.