

JESSICA TEORE

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JTEORE

EXPERIENCE

PRESENT-2005

EURORSCG 4D | NEW YORK NY FULL-TIME DIGITAL ART DIRECTOR

Working directly with Creative Directors, UI Designers, Project Managers, and Research for client IBM. Currently involved in digital design for sections of official IBM site. Development of pattern libraries with emphasis on web in its simplest form. Other jobs handled onsite: Social media aggregators, smartphone graphics, and custom IBM identity material. Currently building iPad application with team.

88 INTERNATIONAL | NEW YORK NY FREELANCE CREATIVE DIRECTOR

Re-branded and produced detailing material for private "Project Green Label." Services involved brand identity and marketing strategy. Handle knitted and hangtag graphic material while working with garment accessory specialist. Care for pre-press and silk screening concerns. Hired photographer for August 2007 product photo shoot *Women's Wear Daily*. Art Directed programmer for official PGL product site.

MRM WORLDWIDE | NEW YORK NY FREELANCE DESIGNER

Responsible for 2.0 digital design and information architecture. Worked directly with Creative Director, Interactive/Print Art Directors, and Copywriter. Constructed "Garden Club" landing page on *Home Depot* site. Also while on-site: Hero entrapment for a flash slideshow, the development of digital & print *Home Depot* branding guidelines (adding to existing), and consumer mailer material.

LINCOLN CENTER | NEW YORK NY FREELANCE DESIGNER

Creative Services Marketing Department. Worked directly with Creative Director and Production Manager. Designed and produced promotional collateral. Juggled short turnaround rates while maintaining changes to multiple projects during development. Projects handled: Songbook Gala Invite, Alice Tully Hall Seat Naming Brochure, and Atrium at Lincoln Center opener material. Atrium to include ads in: *Time Out New York*, *AM NY*.

NBC UNIVERSAL | NEW YORK NY FREELANCE ART DIRECTOR

East Coast Off Air Print Department. Worked directly with Executive Creative Directors, Creative Directors, Senior Copywriter, and Production Manager. Special emphasis on conceptual design. Responsibilities included logos for internal clients, CNBC tactical campaigns, and Key Art for 2009 primetime show.

STEIN ROGAN + PARTNERS | NEW YORK NY FREELANCE ART DIRECTOR/SENIOR DESIGNER

B2B Communication. Worked directly with Creative Director, Senior Copywriter and Interactive Department. Presented design concepts, analyzed client requirements, handled project management, and worked with trafficking. Clients Include: McGraw-Hill Education, TransitCenter, Previsite, VMS, Dilligent Technologies, and Touch Commerce.

CHRISTIE'S | NEW YORK NY FREELANCE ART DIRECTOR/SENIOR DESIGNER

Contemporary Arts Department. Worked directly with VP Creative Director Martin Schott and International Co-Head of Post-War Amy Cappellazzo. Handled concept and development of Richard Prince book. Book works in detail over Prince works: "How Do We Know" and "Man-Crazy Nurse #2." Other jobs handled while onsite: Christie's May 2008 Day Sale Auction Catalog, Jeff Koons Hoover Convertibles Brochure.

NATIONAL CINEMEDIA | NEW YORK NY FREELANCE ART DIRECTOR/SENIOR DESIGNER

Entertainment and Cinema Advertising. Worked directly with Design Director, Art Director, and Marketing Department. Created material for new business pitches. Maintained production schedules and budgets. Clients to include: Unilever and Sundance.

STROMBERG CONSULTING | NEW YORK NY FREELANCE ART DIRECTOR

Integrated Creative Services Division. Teamed with Creative Director & Research Consultants. Specialized in design solutions focused on achieving client's business objectives. Expert knowledge of the creative development process from concept to final production. Clients Include: Kimberly-Clark, FedEx, Morgan Stanley, Boehringer Ingelheim, Omnicom Group, Ketchum Marketing Agency.

BARBOUR DESIGN | NEW YORK NY FULL-TIME SENIOR DESIGNER

Responsible for phases of production and design of various marketing material. Includes national print advertising in *ESPN The Magazine*, direct mail and special event collateral, in-house marketing logos, marketing research presentations and proposals, web banners, magazine mock ups, pre-press concerns. Clients Include: AOL, ESPN, *ESPN The Magazine*, Evergreen Marketing, Life&Style Magazine, Nickelodeon, Orpheus Chamber Orchestra, Roland Foods, YMCA of Greater New York, 24/7 Real Media.

BACKGROUND TECHNOLOGY

Excellent skills in Creative Suite, Microsoft Office, QuarkXpress, Flight Check, FTP/Servers, and Font Management Applications. Experienced with HTML, CSS, and Java Script Usage. Strong troubleshooting skills, familiar with cross browser issues. Operate in Mac platform.

EDUCATION

Bachelor of Science in Graphic Design
Art Institute of Pittsburgh December 2003