

jenny t. shen.cv

graphic designer

personal details

address: 6 morningdew place
highlands ranch, co 80126

phone: 303.791.1172

email: jennytshen@yahoo.com

skills: print design, web design,
photography, illustration

software literacy: Adobe Photoshop, Adobe
Illustrator, Adobe InDesign, Adobe
PageMaker, QuarkXpress, Adobe Acrobat,
Dreamweaver, Flash, Microsoft Word,
Microsoft Excel, Microsoft PowerPoint

education

Northwestern University — Evanston, IL
B.S. in Communication Studies, June 1999
Concentration in Art Theory and Practice

experience

July 01 / present

Jenny T. Shen Design — Highlands Ranch,
CO

Graphic Designer / Web Designer

Designed marketing materials, corporate
identity and unique print projects for clients
including the Red Cross, Mary Kay, Yellow
Book, Retirement Solutions Group, Council
of Residential Specialists, and the Skin Care
and Wellness Center

Developed concepts and designed premier
issues for BridesNoir magazine

Designed websites for various clients
including Michael Johnson Catering, Kari
James Dance Network, Ed Hatch Seminars,
and Arianna Ross Story Tapestries

April 05 / March 07

**Washington University Medical Center
Housestaff Auxilliary** — St. Louis, MO
Director of Marketing

Designed and developed logo and branding
concept for organization

Created all marketing and promotional
materials

Designed monthly newsletter and
coordinated and solicited advertising

Sept. 99 / June 01

Council of Residential Specialists —
Chicago, IL
Graphic Designer / Web Designer

Designed wide range of marketing and
communications materials including
catalogs, flyers, brochures and postcards

Involved in all aspects of marketing CRS-
sponsored events, from creating marketing

strategies and concept development
through final production of logos,
promotional materials and Web sites

Collaborated with Director of Marketing
and Communications to ensure
promotional materials are consistent with
the CRS brand

Oct. 96 / Sept. 98

Leo Burnett Company — Chicago, IL
Corporate Communications Consultant

Wrote, designed and organized
production and distribution of global
bi-weekly and monthly newsletters

Designed promotional posters, reports,
elements for intranet and other corporate
marketing materials

Served as editorial assistant in launch of
premiere issues of quarterly magazine
and developed an effective computerized
database for tracking news coverage of
LB clients and offices

Acted as liaison between company and
outside vendors including printers,
graphic designers and photographers

Wrote and edited copy used in over 25
U.S. publications including *The Wall
Street Journal*, *The New York Times* and
Advertising Age

Aug. 96 / Oct. 96

Leo Burnett Company — Hong Kong,
China
Graphic Design Intern

Contributed to various projects including
package design, corporate identity and
point-of-purchase for Reebok and Hi-C

June 00 / May 01

DigitalConnections — Chicago, IL
Director of Marketing

Designed and developed logo and
branding concept for organization

Created all marketing and promotional
materials

Developed website

Jan. 98 / June 99

AdShop — Evanston, IL
Senior Art Director

Designed and created advertising
programs and promotional materials for
Northwestern organizations and Chicago
corporations

Sept. 95 / June 97

Scarlet Theatre Company — Evanston, IL
Senior Graphic Designer

Designed posters, banners, programs
and other promotional materials for
theatre shows