



# Jennifer Wong

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## Experience

**HDE, Corp.** (April 2010–present)

Senior Designer

Lead designer for various marketing campaigns such as site refreshes, site banners, e-mail newsletters, product catalogs and coupon cards.

Planned layout, photographed, and designed product catalogs to be distributed to 15,000 prospective customers.

**HDE, Corp.** (December 2009–April 2010)

Graphic Designer and Marketing Associate

Maintained website by updating graphics and content, checking browser compatibility and adding interactive content as needed.

Redesigned company Wordpress blog for better navigation and social media functionality for visitors.

Increased visitor traffic to site through social media efforts, specifically through the company blog, Twitter, and Facebook.

Analyzed site traffic data through Google Analytics to measure effectiveness of marketing campaigns and social media activity.

**Thirteen Eight Design and Photography** (July 2007–present)

Freelance Designer and Photographer

Designed websites, logos, and print collateral for non-profits and small businesses.

Learned new applications and plug-ins to improve interactivity on websites.

Created T-shirt designs for school organizations to promote and use for events.

Photographed and edited images for weddings, engagements, and portraits.

**City of Durham** (May 2006–August 2006)

Design Intern

Redesigned existing training manual for an environmental awareness program with over 10 participating local businesses to enhance readability and overall appearance.

Illustrated graphics for use in training manual and various department publications.

## Technical Skills

Software

Adobe Photoshop, Illustrator, Dreamweaver, InDesign, Bridge, Flash, Acrobat, Lightroom; Microsoft Word, Outlook, Excel, Powerpoint, and Publisher

Web Development

Web markup with xHTML and CSS; working knowledge of Action Script 2.0 and PHP; knowledge of Search Engine Optimization

Operating Systems

Proficient on both Macintosh and Windows environments

## Education

**North Carolina State University**

Bachelor of Arts in Visual Arts, December 2008

Minor in Art and Design