

Arlene Jimenez publishing web design brand identity systems

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Senior level Art Director/Graphic Designer offering experience with corporate identity, web and print design. Focused on conceptual design, project management and business development.

STAFF POSITIONS

Time Inc. Consumer Marketing New York, NY

2006-Present—Project Art Director

Design online promotions for all Time Inc., a Time Warner company magazines including People, Real Simple, and Sports Illustrated. Other titles include American Express Travel + Leisure and Food & Wine magazine.

Time Inc. Content Solutions New York, NY

2005-2006 — Art Director

Worked on custom-publishing solutions for Pfizer, Wachovia and Bank of America. Titles included:

- *Pfizer's Starting Now*® both print and online versions.
- *Wachovia's Uncommon Solutions* magazine.
- Re-design of *Bank of America Wealth Insights* magazine.

Donovan Data Systems New York, NY

2003-2004—Corporate Communications Manager Graphic Design

1997-2002—Web Art Director

1989-1996—Senior Designer

1986-1988—Assistant Art Director

Supported DDS in communicating its corporate strategy and the benefits of its systems, software and services. Collaborated with company directors and others to develop effective designs for DDS marketing and communications materials and DDS applications. Managed design of the company's web sites. Developed and maintained web style sheets and visual standards.

FREELANCE ASSIGNMENTS

Adoptive Families Magazine New York, NY

2008 Freelance web designer

Redesign their online order pages, customer service pages and e-gift cards.

Meredith Corporation New York, NY

2005-2006 Freelance designer

Worked on a 24 page special section insert "In a Snap" for the Ladies' Home Journal.

Daily News New York, NY

2004-2006 Designer/Art Director

Designed weekly sports borough section and Hora Hispana, a weekly special section newspaper.

A.Y. Chen Medical Illustration and Design Arlington, VA

2006 Freelance Art Director

Designed promotional online portfolio.

Nutri-FitNYC New York, NY

2004 Print and Web Designer

Designed company's identity system for print and web.

Tia's Flan Edgewater, NJ

2004-present Art Director, Proprietor

Art direction for all creative conceptualization and design standards for print and online materials.

Mustard Seed School Hoboken, NJ

2003 Freelance Web Designer

Redesigned web site.

SKILLS

PhotoShop, Illustrator, Quark Xpress, InDesign, Dreamweaver. Mac and PC literate. Fluent Spanish.

EDUCATION

1986 BFA Communications Design

Pratt Institute

Brooklyn NY