

DENISE JASPER

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FREELANCE

PER PROJECT - 1991 to Present

Graphic Design - Logos & Identities, Collateral & Marketing, Custom Invitations, Online Designs, & more
Related arts - Graphics & Illustrations, Custom Books, Hand Painted Signage

AGENCY HOURLY - 1990 to Present

Clients include: AKQA; Terris, Barnes & Walters; Storefront Political Media; Cohn & Wells

FULL TIME

JEWISH COMMUNITY CENTER OF SAN FRANCISCO - June 2004 to November 2007

In-House Graphic Designer - Responsibilities included art direction to contract designers, proofreading, copywriting, editing, and review to ensure consistent JCCSF branding. Design and production of signage, custom illustrations, advertising for magazines and newspapers, shirt logo designs for camps and sports teams, logos and branding for special programs, calendar posters, event programs, brochures and flyers, postcards, invitations, and announcements. Integral team member for schedule coordination and project planning.

AKQA / CITRON HALIGMAN BEDECARRÉ - August 2000 to September 2001

Senior Interactive Art Director / ACD - Led a team consisting of junior copywriters, designers, and production artists for website development and interactive advertising. Brand development and style guide documents. Final review of agency interactive work to ensure overall quality and client branding. Creative presentations to client principals and investors. Design of new business pitch presentation websites, custom agency portfolio books, and the AKQA intranet.

QUESTUS - October 1999 to June 2000

Senior Art Director - Implementation of advertising and web development process and documentation. Design lead and supervision of website development projects, online marketing, and corporate identities. Client liaison and presentations. Selection, hiring and management of freelance designers and outside vendors.

SF INTERACTIVE - September 1998 to October 1999

Senior Interactive Art Director - Media and content development for print, radio, outdoor, and web advertising. Online viral marketing development, and creative presentations to clients and investors.

Agency & freelance clients include:

- BlueStar™
- Caffe Trieste
- Cengage Learning
- Dura Pro™
- IFS Coatings, Inc.
- Storefront Political Media
- Orthoclear, Inc.
- Terris, Barnes & Walters

Non-profit clients include:

- AIPAC
- America SCORES
- Boys & Girls Clubs of San Francisco
- Brandeis Hillel Day School
- Friends of Mountain Lake Park
- Live Oak School
- Osher Marin Jewish Community Center

OF NOTE

- BFA** - Graphic Design, The University of the Arts; Philadelphia, PA
- SCHOLARSHIP** - Westinghouse Corporation, Carnegie Mellon University; Pittsburgh, PA
- IDENTITY WORKSHOP** - Michael Beirut, Pentagram Design; New York, NY
- COMMUNICATION ARTS AWARD** - "Website of the Week", VentureStrategy.com; San Francisco, CA

SKILLS

- TECH-RELATED** - Extensive knowledge of Adobe CS5 Illustrator, InDesign, Photoshop, Designing for Flash and Web; Knowledge of Quark XPress, Adobe Acrobat, Dreamweaver, Flash, MS Word, Excel, and PowerPoint.
- DESIGN-RELATED** - Art direction for studio and natural-light photo shoots. Full knowledge of print process.
- LANGUAGES** - Fluent Spanish, Conversational French