

JESSIE CRNJARICH

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EXPERIENCE

Phoenix Systems Group

Boardman, OH

Contract Web Designer

- Personally responsible for all CSS styling of (Rods.com) website launch
- Navigate .NET web pages adding HTML tags in Microsoft Visual Studio
- Design online ads and buttons using Adobe Photoshop
- Create website design proofs for upcoming (jbpets.com) web project using Adobe Fireworks software

Thermo Fisher Scientific

Pittsburgh, PA

Contract E-mail and Web Designer

- Design and program e-mail campaigns using CSS, HTML, SubscriberMail and WebTrends software to integrate variable data and web tracking codes
- Analyze data collected from e-mail campaigns and landing pages to determine best practices and e-mail marketing standards
- Create department website in PHP (think.thermofisher.com)
- Design web landing pages utilizing Interwoven TeamSite Content Management System (fishersci.com), Adobe Dreamweaver and Flash
- Host quarterly ebusiness training webinars and write quarterly department newsletter articles following Associated Press style guidelines
- Categorize data using MySQL software
- Follow and educate on CAN SPAM Act of 2003 regulations

MindMatrix

Pittsburgh, PA

Director of Web and Client Services

- Design and program corporate website (mindmatrix.net)
- Design Graphic User Interface to the inVision 3.0 software release
- Develop all internal marketing materials, business cards, letter heads and brochures using Adobe software
- Design and program variable data templates within the inVision software, using HTML, CSS and Flash
- Manage/Art Direct a team of eight designers/programmers within the USA and India
- Maintain a large group of real estate clients regarding usage, training, billing and renewals for inVision software
- Third tier of the "Help Desk" system

Mailing Services of Pittsburgh

Freedom, PA

Digital Print Specialist

- Design "web-to-print" on-line templates in Pageflex Studio for use with variable data client personalization
- Program variable data personalization into pre-press files using Your's Truly software
- Design direct mail postcards, brochures, coupons, business cards and logos
- Oversee three employees, instructing them on which jobs to complete in what order and signing off on their proofs for final print runs
- Manually import jobs, images and fonts onto the Indigo 5000 digital press
- Enter projects into PrintStream order tracking software, create work orders for individual departments and distribute paperwork throughout company
- Create department website (mspdigitaldirect.com) using CSS and HTML

Desco

Newell, WV

Graphic Designer

- Create a unified marketing strategy for the international manufacturing company and all eight subsidiary companies
- Design large product catalogs, brochures, flyers, magazine advertisements, trade show artwork, business cards and logos using QuarkXPress and Adobe software
- Product photography as well as photo-realistic product illustration
- Obtain printer quotes, coordinate with printers, review and authorize proofs
- Book and organize trade show events, including setup
- Organize literature inventory, update all PDFs for web download and archive all previous versions of literature
- Update websites (marshbellofram.com and automatictiming.com) in HTML

EDUCATION

Duquesne University
Master of Science

Pittsburgh, PA

La Roche College
Bachelor of Science

Pittsburgh, PA

ACHIEVEMENTS

- The Beaver Arts Collaborative: The Business of Art; *Guest Speaker*
- Golden Key International Honour Society
- Advertising Excellence Award; *Control Design Magazine*
- Dean's List; *La Roche College*
- Positive Space Art Exhibition; *Second Place*
- Scudder Hart Darragh House Gallery Showing
- Geneva College National Day of Prayer Art Competition; *Third Place*
- Beaver County Sportsman's Conservation League Poster Contest; *First Place*
- Beaver County Times Art Competition; *First Place*

SOFTWARE APPLICATIONS/PROGRAMMING LANGUAGES

- Software Applications: Adobe Creative Suite 4 (Acrobat, Dreamweaver, Fireworks, Flash, Illustrator, InDesign, Photoshop and Premiere Pro), AutoCAD 2009, QuarkXPress, Microsoft (Excel, Outlook, PowerPoint, Visual Studio and Word)
- Programming Languages: CSS, HTML
(introduction to Adobe Cold Fusion, JavaScript, MySQL, .NET and PHP)
- Social Networking: facebook, Flickr, LinkedIn, Twitter, Wordpress and YouTube