

# JENNIE WESTERMAN

#7 Oak Alley, Baton Rouge, Louisiana 70806  
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jennie@deepfriedads.com; www.deepfriedads.com

## EDUCATION

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University of Pennsylvania, Philadelphia, PA, College of Arts and Sciences, Class of 2000  
Bachelor of Arts in Communications, concentrating in Arts and Culture; Minor in French  
GPA: 3.4/4.0 Cumulative, 3.5/4.0 Major  
Coursework in Digital Imaging, Studio Art, Visual Communications, Marketing, Film, Digital Video, Research/Statistics & Economics

## WORK EXPERIENCE

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- GRAPHIC DESIGNER** Deep Fried Advertising, New Orleans, LA, 10/04 - present. Owner/Creative Director. Print & web graphic design, marketing & branding. Ad campaigns, brochures, identity packages, website development, copywriting, convention graphics, etc.
- Gambit Communications, New Orleans, LA, 8/02 - 10/04. Full-time designer. Ad & cover design, editorial layout, pre-press.
- Peter A. Mayer Advertising, New Orleans, LA, 4/02 - 5/02. Freelance designer. Layout, ad design/editing, image sourcing.
- Design the Planet, LLC, New Orleans, LA, 1/02 - 8/02. Freelance designer. Logo & web design, brochure, ad & media package layout.
- Viles Media Design, New Orleans, LA, 10/01 - 12/01. Freelance designer. Design of print advertisements for newspaper and magazine placement, brochure layout, logo design/stationary packages.
- Dolce Advertising, New Orleans, LA, 10/01 - 11/01. Freelance designer. Design/layout/updating of print advertisements for tourism-gear clients and luxury merchandise, placement of ads in newspapers/magazines.
- Blue Cross Blue Shield of Louisiana, Baton Rouge, LA, 4/01 - 12/01. Freelance designer. Design/layout/updating of print advertisements, various promotional materials, pamphlets, monthly/annual publications, direct mail, convention graphics, cards and invitations, package design for CD's, T-shirts, etc.
- The Shopper/Consumer's Edge, Weekly Classifieds Newspapers, Baton Rouge, LA, 1/01 - 7/01. Design/revision of ads for two weekly publications; layout, ad placement, pre-press, printout of colorplates.
- INTERN** GreeneStreet Films, LLC, Film Production Company, New York, NY, 1/00 - 5/00. Assisted Digital Division in organizing film screenings, call sheets and production logs, script coverage, research on digital technology, office production assistance.
- Gyro Worldwide, Advertising Agency, Philadelphia, PA, 6/99 - 8/99. Assisted artists with clients such as Camel cigarettes, clothing lines, etc.: package design, image sourcing, slogan brainstorming, administrative tasks.
- RESEARCH ASSISTANT** Assistant, to Prof. Joseph Turow, Ph.D., Annenberg School for Communications, Philadelphia, PA, 6/99 - 9/99. Researched Internet marketing, digitized website text, assisted in manuscript publication, proofreading, data entry.

## SKILLS & AWARDS

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1st Place: Louisiana Press Association 2003 Awards, Staff Generated Full Color Ad over 1/2 page

3rd Place: Louisiana Press Association 2003 Awards, Staff Generated Full Color 1/4 page Ad

Proficient on Macintosh (OS X/OS 9) and PC: Command of Photoshop, Illustrator, InDesign, Quark, Freehand, Dreamweaver, Acrobat, ImageReady, Suitcase, ATM, Premiere, SPSS, MS Office, HTML, FTP; solid knowledge of Mac/PC hardware; types 80+ WPM.

Demonstrated skills in layout, print/web design, composition, color, typography, proofreading, copywriting, editing, pre-press, freehand illustrations & painting; 4-color process, RGB, spot color; Understanding of printing on various papers vs. newsprint, etc.

Additional skills and work/school experience in digital video/film and non-linear/linear editing; freelance production assistance (set/office) in professional and student work, including commercials, feature film, and various instructional and promotional videos.

References and samples available upon request.