

Jenna Park

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WORK EXPERIENCE

- 03/08 - present **Whimsy & Spice, Co-owner/Creative Director**, Brooklyn, NY
Creative direction on branding, package design, website design, product styling and photography for a Brooklyn-based artisanal bakery. Daily responsibilities include marketing through social networking tools and customer relations.
- 07/01 - present **Cabengo, Art Director/Designer/Interaction Designer**, New York, NY
Art direction, concept development, graphic and interaction design for websites and identity systems for clients in the non-profit, arts & culture, museum and education sectors, including the Fundacion Cisneros, NYU School of Medicine, OurCourts.org, the New York State Historical Association, the Smithsonian Photography Initiative, Center for Children & Technology and Dance/NYC.
Managed creative teams of designers and developers for innovative, large-scale projects including the conceptual development of 8 interactive features for coleccioncisneros.org, and the Smithsonian Photography Initiative, the first virtual portal into the vast photography collection at the Smithsonian.
- 2/10 - 6/10 **Tribal DDB, Freelance Art Director**, New York, NY
Design and concept development on the Aveeno and Lamisil accounts. Redesigned the Baby Care section on the Aveeno website, designed emails and FaceBook contests. Redesigned the Lamisil website.
- 12/08 - present **OneWire, Freelance Designer**, New York, NY
Interface screen designs for a career management and networking tool that connects financial firms with candidates for open finance positions.
- 10/09 - 5/10 **Calvin Klein, Freelance Designer**, New York, NY
Designed fully branded e-commerce prototypes for calvinklein.com, based on findings and recommendations gathered from usability labs to improve customer experience and user flow.
- 04/08 - 10/08 **DailyCandy, Freelance Designer**, New York, NY
Redesigned the popular DailyCandy email to accommodate ads, sponsors and features. Designed sales presentations and marketing materials.
- 01/08 - 5/08 **C&G Partners, Consultant**, New York, NY
Selected as an interaction and design consultant to be part of the in-house team to redesign the C&G Partners website.
- 08/06 - 07/08 **Red Cent/ Nylon Technologies, Freelance Art Director and Designer**, New York, NY
Art Direction and design on web promotions for consumer products in the food, beverage and pharmaceutical industries including Trident, Bubblicious, Sour Patch Kids and Midol.
- 07/06 - 04/07 **Oxygen Media, Freelance Designer**, New York, NY
Creative direction and design on the launch of a new Oxygen social networking site. Designed promotional and marketing collateral, house ads and mini-sites.

- 10/04 - 06/09 **PopLife Media, Creative Director/Editor**, New York, NY 10/04-6/09
Creative direction and strategy for a media company that publishes popgadget.net and babygadget.net.
Editor-in-chief of babygadget.net. Managed a team of 5 writers with posts published 4-5 times a day.
- 07/00 - 01/01 **Muse Networks, Art Director**, New York, NY
Creative direction and design for a daily syndication service offering original art and cultural news for licensing on the Internet. Member of a core start-up development team responsible for strategic planning and site architecture.
- 08/00 - 12/00 **A Taste of Honey, Sound Designer**, New York, NY
Sound design and music direction for an off-Broadway play produced by the Working Theater Ensemble, directed by John Gould Rubin and staged at the Playwrights Horizon Studio Theater in Dec 2000.
- 05/99 - 08/99 **Iguana Studios, Designer**, New York, NY
Design and production on websites for Oak Investment Partners and Lenox Hill Hospital.
Production on interactive kiosk screens for The Tech Museum, AT&T New Technologies Exhibition.
Designed proposals for an on-line portal homepage for YM Magazine.
- 08/98 - 05/99 **Rick Prater Design, Freelance Designer**, New York, NY
Assisted the design principal with package design, brochures, direct mailers and visual merchandise for clients such as Maybelline, ING Barings and Wathne.
- 07/97 - 08/98 **Arcade, Art Director**, New York, NY
Collaborated with account executives and creative director to create prototypes and sales presentations for cosmetic and beauty industry clients including Lancome, Estee Lauder, Revlon and Calvin Klein.
Designed marketing materials and ads for industry publications; designed invitations and menus for industry events.
- 10/96 - 07/97 **Assistant Art Director**
Designed sales presentations and corporate collateral.

EDUCATION

Interactive Telecommunications Program at New York University, MPS
The Evergreen State College, Olympia WA, BA in music composition & technology
The Cooper Union School of Art, New York, NY, Undergraduate fine arts

AWARDS

Webby Awards, winner, 2007
SXSW Interactive Competition, winner, 2007
Applied Arts, Web Design, winner, 2006
IDEA, Digital Media Interfaces, silver, 2003
Museums and the Web, winner, Best Innovative or Experimental Application, 2003
Communication Arts Site of the Week, 2002
New Media Awards, New York Festivals, winner, 2002
Ultraviolet99, Center for Advanced Technology Showcase for new technologies, 1999