

JENNA PARK

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WORK EXPERIENCE

Whimsy & Spice, New York, NY 3/08-present

Co-owner/Creative Director, Brooklyn-based bakery

Cabengo, New York, NY 7/01-present

Art Director/Designer/Interaction Designer

- art direction, concept development, graphic and interaction design for interactive websites and cross-media identity systems
- manage 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
- interface with clients, develop production schedules, and conduct project management duties

clients: Fundación Cisneros, Smithsonian Institution, Harvard Design School, NYU School of Medicine, New York State Historical Association, The Museum of Women-The Leadership Center, NYSCA

C&G Partners, New York, NY 1/08-5/08

Consultant, graphic and interaction design

Nylon Technologies, New York, NY 9/07-present

Freelance Designer/Art Director

- Art Direction on web promotions for consumer products in the food and beverage industry

Oxygen Media, New York, NY 7/06-4/07

Freelance Designer

- design and creative direction on the launch of new Oxygen products online
- design of company promotional materials, house ads, mini-sites, branding collateral

PopLife Media, New York, NY 10/04-present

Creative Director/Editor

- creative direction and brand strategy for a media company that publishes popgadget.net and babygadget.net
- editor-in-chief of babygadget.net, editorial contributions to popgadget.net

Eatsquid, New York, NY 2/00-5/02

Co-founder/Designer/Editor-in-chief

- co-founder of a colorful NYC-based webzine covering Asian-American pop culture.
- creative direction, design, and original editorial content for quarterly issues

Muse Networks, New York, NY 7/00-1/01

Art Director

- creative direction and design for a daily syndication service offering original art and cultural news for licensing on the Internet
- member of core start-up development team responsible for strategic planning and site architecture

A Taste of Honey, New York, NY 9/00-12/00

Sound Designer

- 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

Corduroy Design, New York, NY 5/99-1/01

Co-founder/Art Director

- primary designer for interactive web projects
 - responsible for all aspects of project development from pitches and proposals, to design and implementation
- clients:** Barnard College, Resnicow & Schroeder, Chiapas Media Project, Eyebeam Atelier

Iguana Studios, New York, NY 5/99-8/99

Designer/Production Artist

- 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
- design proposals for an on-line portal homepage for YM Magazine.

Rick Prater Design, New York, NY 8/98-5/99

Freelance Designer

- package design, brochures, direct mailers and visual merchandise for clients such as Maybelline, ING Barings and Wathne

Arcade, New York, NY 7/97-8/98

Art Director

- collaborated with account executives and creative director to create sampling prototypes, sales presentations and print collateral for cosmetic and beauty industry clients including Lancome, Estee Lauder and Calvin Klein.
- art direction and design on corporate ID and print ads in industry publications
- designed invitations and menus for industry events

Assistant Art Director 10/96-7/97

- assisted creative director with sales presentations and corporate ID

E D U C A T I O N

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

R E C O G N I T I O N & A W A R D S

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, Installation, 1999