

# JENNIFER KAYE

SAN DIEGO, CA 92126  
(858) 437-4791 // JENNIFERLKAYE@GMAIL.COM

SILVERSKYE.COM

## SUMMARY

A senior-level web designer with experience in many facets of design, including branding, print design, web design/development, large-format design, packaging and management.

## QUALIFICATIONS

*Software (Mac/PC)*

Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Premiere, Word, Excel

*Programming*

HTML, CSS, JavaScript/jQuery, PHP, MySQL, JSP, ASP, RSS, XML

*Recent Projects*

BOFIADVISOR.com      UFBDIRECT.com      APARTMENTBANK.com

## EDUCATION

2001- 2005

Bachelor of Arts Degree: Multimedia, Minor: Computer Science;  
Loyola Marymount University, Los Angeles, CA; GPA 3.56

## EMPLOYMENT

DEC 2015 – PRESENT

### WEB DESIGNER // BOFI FEDERAL BANK

Design websites, landing pages and interactive pieces to increase customer engagement. Implement designs onto the web through CMS. Create templates/skins for landing pages in Marketo and DNN. Implement and manage all event tracking using Google Tag Manager, Tealium and Google Analytics. Ensure all designs are mobile responsive on all devices and platforms. Troubleshoot coding and design issues. **KEY TASKS // Web Design, Web Development, Event Tracking**

JUN 2013 – DEC 2015

### CREATIVE DIRECTOR // MONTESQUIEU WINERY

Lead design for both domestic and international wine labels. Coordinate choice of packaging materials to match designed labels (corks, capsules, paper choice). Manage timelines for label design and printing with bottling deadlines. Designed all custom label and etch bottles. Maintained current wine releases on website. Maintained social media presence for company. Redesigned and maintained website. Maintained brand in print and web. Manage in-house labeling & warehouse assistant. **KEY TASKS // Label Design, Web Development, Social Media**

OCT 2010 – JUN 2013

### MANAGER OF DIGITAL MEDIA/GRAPHIC DESIGN // AMERICAN YOUTH SOCCER ORG.

Managed AYSO national brand. Maintained AYSO.org, three microsites and online training website. Maintained and updated online training courses. Art Director of AYSO's National Magazine. Lead Digital Design Coordinator by managing workflow and giving art direction. Designed and coded all email blasts. Assisted leagues with design materials. Member of the IT Task Force. Contributed to online blog for webmasters. Enhanced website architecture making information easily accessible. **KEY TASKS // Branding, Print Design, Management, Web Design & Development**

JUL 2009 - OCT 2010

**DESIGNER // DEFY AGENCY**

Created HTML emails, website designs and print advertising. Converted PSD files to HTML/CSS/PHP, managed sites from the concept through completion. Created extensive CMS for clients to maintain their websites. Researched and implemented web solutions for existing designs, based on client needs. Researched and learned basic iPhone/iPad programming and design. *KEY TASKS // Web Design & Development, App Development, Print Design*

OCT 2008 - JUL 2009

**MARKETING DIRECTOR // REPUBLIC LAGUN MACHINE TOOL CO.**

Managed all aspects of marketing for the company, including creating an advertising budget, advertising meetings, designing and submitting ads, designing and maintaining the website. Re-branded the company, filmed and edited demo videos, created label tags for the machines, designed and printed brochures/price lists. Designed a wind energy campaign for trade show. *KEY TASKS // Branding, Web Design & Development, Print Design, Video Production*

MAY - OCT 2008 (PROMOTION)

**MANAGER, WEB CONTENT DEVELOPMENT // JACKSON NATIONAL LIFE INSURANCE**

Managed and maintained four Broker-Dealer websites. Managed and completed all projects related to Broker-Dealer websites, worked with a programming staff in Michigan. Managed Sr. Web Content Specialist. *KEY TASKS // Web Development*

JUN 2007 - MAY 2008

**WEB/GRAPHIC DESIGNER // JAMES ROSS ADVERTISING**

Designed, implemented and maintained websites for clients from all industries from design to completion (PHP/MySQL). Created interactive HTML/Flash emails. Designed and created concept art for various print projects, including packaging, posters, folders, media kits, etc. *KEY TASKS // Web Design & Development, Print Design*

JUN 2006 - JUN 2007

**FREELANCE DEVELOPER // SILVER SKYE DESIGN**

Designed and managed websites for Dade Jeep Chrysler Dodge, My Contractor Feedback, Automotive Rhythms and other various clients. *KEY TASKS // Web Design & Development*

JUN 2005 - JUL 2006, FEB - MAY 2008

**WEB CONTENT ADMINISTRATOR // JACKSON NATIONAL LIFE INSURANCE**

Managed four broker-dealer websites. Created interactive welcome CD designed with Flash. Re-designed two of the four broker-dealer websites. *KEY TASKS // Web Development*

JAN - JUN 2005 **WEB PRODUCTION INTERN // SONY PICTURES ENTERTAINMENT**

JAN - APR 2004 **NEW MEDIA INTERN // KCET TELEVISION**

JUN - AUG 2003 **WEB INTERN // BOBIT PUBLISHING COMPANY**

FEB - SEP 2003 **WEB DESIGN INTERN // LOS ANGELES INTL SHORTS FILM FESTIVAL**

**REFERENCES**

References and letters of recommendation available upon request.