



Justin Herren
(p) 312.391.5262
(e) justin@jherrendesigns.com
www.jherrendesigns.com

SOFTWARE EXPERIENCE: Photoshop CS4; Quark Xpress 8; Illustrator CS4; InDesign CS4; Flash CS4; FireworksCS4; Dreamweaver CS4; Adobe Acrobat 9; MS Word 07; MS Excel 07 and MS Powerpoint 07.

SKILLS: Web design, Rich Media design, branding and identity, print layout and design, interactive media design, graphic design, HTML coding, and email marketing.

OPERATING SYSTEMS: Mac OS X; Windows XP

WEB LANGUAGES: Proficient with HTML, XHTML, FBML, CSS and Action Script 2. Intermediate with DHTML, PHP, Coldfusion, Action Script 3 and Javascript.

WORK EXPERIENCE:

Center on Halsted | 11/08 – Current | Art Director

- Creation and implementation of branding and style guidelines across print and web publications.
- Redesign of website using wireframes and information architecture to establish layout; design conceptualization; hand coding of HTML, DHTML, Javascript and Coldfusion; and inclusion of social media interaction, integration of Access database and video streaming incorporation.
- Supervision of workflow for design volunteers.
- Entrusted with maintaining relationships with print vendors and responsible for file preparation for prepress production.
- Works with Communications Director and Development Team for brainstorming and conceptualization of internal communications and marketing materials. Responsible for overseeing projects from conceptualization to finish.
- Establish an online social media presence while incorporating social media interactivity within website. Goal for project was exceeded by 150%.

GRFI | 11/06 – Current | Freelance Interactive Designer

- Creation of Flash animated banners for client plasma screen displays.
- Website redesign and maintenance including layout and design as well as back end coding.

Chicago Tribune | 09/07 – 11/08 | Associate Interactive Designer

- Created animated and static ads to run on Chicago Tribune.com and its affiliates.
- File correction for ads submitted by third-party vendors, including clicktag verification as well as W3C compliance.
- HTML raw coding for online newsletters/eblasts to achieve maximum open and click through rate.
- Rich media online ad conceptualization and development.

Kokopelli | 07/07–09/07 | Freelance Designer

- Worked with design team to finalize online and print marketing concepts.

Polaris Creative | 05/07 – 08/07 | Freelance Designer

- Further develop print projects that were in early development stages and bring to completion for client approval.

Nomadic Group, Inc. | 03/06 – 04/07 | Graphic Designer / Operations Manager

- As Project Manager: established goals, managed and implemented projects and tracked the outcomes.
- As Operations Manager: Managed two separate work sites dealing with hiring, disciplinary actions, training, verification of payroll, etc.
- As Graphic Designer: Implemented a new interior design concept for three work sites, as well as oversaw the production and conceptualization of all design projects, including pre-press production. Duties included branding and identity design and development for four companies through online and print media.

Subtle Intensity | 01/05 – 12/05 | Jr. Designer

- Created concepts for marketing collaterals, branding and identity, and website design.
- Worked with Out&About Newspaper editor on layout of monthly publication and prepared files for pre-press production.
- Other design duties as assigner by lead designer.

EDUCATION: Austin Peay State University 2000 – 2004

B.F.A., with a concentration in Graphic Design. Equivalent of Leadership Studies minor. Graduated Cum Laude.

GROUPS AND ORGANIZATIONS: DIFFA Chicago Auxiliary Board, Communications Chair 2010 – Current; Sigma Phi Epsilon Alumni

