



taylorjentsch
Graphic / Web Designer

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Experience

As a designer I have worked closely with marketing teams from the very beginning of my career, giving me a strong sense of branding. This has taught me the importance of brand identity, and how to continue that brand across multiple forms of media.

Other duties and experiences as a graphic artist and designer include:

- **Web development** - Complete design and layout of web pages using CSS techniques
- **Brand development** - including Logo design and iconic imagery and text
- **Full design and layout** - product packaging, flyers, brochures, posters and banners
- **Image manipulation** - Photo retouching to make them suitable for print, web, and simple display
- **Instructional design** - Layout and design of workbooks with 100+ exercise illustrations
- **Press checks** - Two to Six-color plate runs

Software/Applications

Highly proficient in Mac-based platform since '83:

InDesign | Illustrator | Photoshop | Dreamweaver/Fireworks | Flash | BBEdit | Final Cut Pro | Keynote/Powerpoint

Work History

- 2/11 - Present, Art Director

Amazon Herb Company

Compete corporate re-brand to bring the company's image into the 21st century. Every piece of branding and marketing elements were to be updated. Fresh new logo's, marketing materials, website layouts, and Packaging design. Including bringing product labels into FDA compliance.

- 9/09 - 1/11, UI/UX Graphic/Web Designer

Moneywise.com, RecruitHire.com, ModifyUtah.org

- 3/01 - 9/09, Graphic/Web Designer

GoZonkers, EarlySport Properties, VivaSEO

GZ - a tween marketing resource getting kids active and eating healthy for life

ES - Teaches everyday teachers how to give kids everyday PE

VS - Helping small health food companies develop a web presence

- 2/98 - 5/01, Graphic Designer,

Essanté Corporation

Entry level design position doing all those little crap jobs no one else in the company wanted to do. We've all had those jobs before. :)

Education

- Associates Degree / Graphic Design
Utah Career Collage, graduated with Honors '06