



view portfolio:

www.lorijenkins.com/portfolio

Lori Jenkins

Graphic Designer

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Award-winning graphic designer with over ten years of experience in creating innovative and effective designs for offset printing, digital printing, illustrations, website design, program and deployment.

Special emphasis on conceptual design and communication goals, with great attention to detail. Have a solid background in designing literature, point-of-sale, graphics and advertising for print and online media.

Effective team player noted for creativity, flexibility and a sense of humor.

Experienced in customer service, production and budget management. Have substantial experience in piloting multiple projects from concept to print with minimal or no supervision.

key strengths

creation

- Unique design of visual solutions for client needs
- Strong conception, design and typography abilities
- Experience with corporate, small business and non-profit entities
- Enjoys the brainstorming process
- Creative production and management of: advertising, annual reports, brochures, booklets, collateral materials, direct mailings, displays, employee communications, exhibits, folders, logos, magazines, marketing materials, photography, PowerPoint presentations, signage, stationery, websites and online media

communication

- Insightful translation of market objectives to creative strategies
- Creative readiness to maximize results for clients
- Collaboration with clients to get the most out of potential marketing opportunities
- Coordination with vendors to produce quality graphic deliverables
- First-rate communication and presentation skills

leadership

- Focused artistic direction to photographers, illustrators and vendors
- Professional management of multiple projects and deadlines
- Proven ability to meet rigorous deadlines
- Motivated to achieve results with limited supervisory input
- Accomplished supervision of electronic print production
- Insightful ability to be a team player

expertise

- Conversant in both print and web design and production
- Proficiency in PC and/or Mac environment
- Command of a wide array of software applications
- Extensive experience in product and company branding
- Proven aptitude for learning new software applications
- Knowledge of scanning and digital photography retouching
- Skills in photographic color correction for printed reproduction

experience

Acuity, Inc., Decatur, GA

Art Director 2006–Present

Senior Designer 2002–2005

Graphic Designer 1997–2002

- Design and execute web, print and ad creations for a broad client base
- Direct designers on layout and concept development
- Collaborate with client senior executives to create graphic impact and solutions
- Responsible for proofing and production output
- **Notable Assignments:** Worked on special teams for Georgia Lottery website, LA Fitness website and Reagan Consulting website design and functionality

EFT Promotions, Dunwoody, GA

June 1997–October 1997

Graphic Designer

- Served as sole creative director and designer for a 12-member team of sales associates
- Proofed materials before delivery to clients
- Partnered with printers to meet publication specifications and deadlines
- Prepared all files for print
- **Notable Assignment:** Conceptualized and designed ads/coupons for Diebold ATM machines

Eller Media, Atlanta, GA

June 1996–June 1997

Graphic Designer (Internship)

- Worked closely with Art Director to create and design layouts for outdoor advertising
- Prepared files and artwork for production
- Collaborated with billboard artists throughout the creation process
- **Notable Assignment:** Was a part of the creative team for the public announcement of the new Batman roller coaster

Jackson Marketing, Atlanta, GA

January 1996–June 1996

Graphic Designer (Internship)

- Developed original designs and executed company brochures and collateral materials
- Organized and managed databases using FileMaker Pro to produce unique collateral for trade shows, conferences and mailings
- Prepared files for offset printing
- **Notable Assignment:** Took over full duties of graphic designer for four months who resigned during the period when I was interning

education

The Art Institute of Atlanta, Atlanta, GA

Associates Degree in Visual Communications

Honor Graduate

September 1995–June 1997

Clayton State University, Morrow, GA

Associates Degree in Fine Arts

September 1991–June 1993

computer skills

- QuarkXPress 6.0
- Adobe InDesign CS2
- Adobe Illustrator CS2
- Adobe Photoshop CS2
- Adobe Acrobat 8.0 Professional
- Adobe PageMaker 6.5
- FileMaker Pro 5.0
- Microsoft Office
- Macromedia Dreamweaver 8.0
- Macromedia Flash 8.0 (basic)
- Macromedia Fireworks 8.0 (basic)
- Macromedia Director MX (limited experience)
- HTML
- FTP/Web
- Javascript (basic)
- CGI Form Scripting (basic)
- QuickTime Pro

awards

2003 Web Marketing Association's

WebAward Competition, Standard of Excellence

LA Fitness Website

interests

Art, animals, music, photography, biking, gardening, reading non-fiction, camping, exploring, fishing, volunteering with Animal Rescue New Orleans and The Pet Justice Project

references

Gail Tassell, Acuity, Inc.

404.378.9195

Sherry Hopkins, Prominent Placement

404.731.5959

Misha Mask, Fusion Creative

770.542.0160

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