

JCD Jennifer Croft Design

Experience

Self Employed Graphic Designer

Monarch Motion & Media

Mullica Hill, New Jersey

An audio/video company serving southern New Jersey

- Computer vector drawings
- Voice actor

Interactive Canvas Company

Tabernacle, New Jersey

A computer engineering firm specializing in interactive multimedia

- Logo & business card, computer graphics for a touch-screen kiosk system in supermarkets

Winter Chatman Make - Up Artist

Brown Girl Cosmetics

Philadelphia, Pennsylvania

- Logos, Business cards, Posters, Brochures

Keystone English Springer Spaniel Club

Tabernacle, New Jersey

- Logo and signage

Computer Sciences Corporation

Moorestown, New Jersey

Graphic Designer

An American multinational corporation that provided information technology (IT) services and professional services to industry and government.

Responsibilities:

- Designed, coordinated, and produced presentational media, including: 35mm slide presentations, logos, letterheads, CD faces and covers, proposal covers, newsletters, and brochures using the Mac programs QuarkXPress, Illustrator, MacDraw, Canvas, Persuasion, PowerPoint, Oasis, Freehand, Photoshop, Painter, Infini-D and the DOS-based programs Harvard Graphics and Mirage
- Sent slide images to film
- Set up Macintosh files to be sent out for negatives
- Participated in concept development for Creative Services projects
- Designed graphic images and covers for Interactive Demonstration CDs
- Created graphic images for multimedia presentations
- Maintained project filing and storage system
- Coordinated and produced screen presentations for New Business meetings
- Assumed the duties of the Senior Graphic Designer in their absence

Prime Sign Action Graphics

Mt. Holly, New Jersey

Sign Designer & Application Artist

A sign company with accounts throughout the tri-state area.

Responsibilities:

- Conceptualization and design of logos and signs using the programs Letter Art, Design Cad, Compose, and Corel Draw
- Preparation and application of the vinyl and substrate for the signs

Omni Graphix

Atco, New Jersey

Freelance Designer

A printing broker with accounts throughout New Jersey and Pennsylvania.

Responsibilities:

- Designed, invitations, business cards, and forms

Macort and Marchini Advertising

Philadelphia, Pennsylvania

Freelance Substitute Art Director

An advertising agency which specializes in bridal and formal wear catalogs, from design concept to finished product.

Responsibilities:

- Headed art department in art directors absence
- Created mechanicals for bridal wear

Urban Outfitters

Philadelphia, Pennsylvania

Freelance Advertising Assistant

A chain of contemporary clothing and housewares stores throughout the United States.

Responsibilities:

- Assisted with the creation and concept of forms, shopping bags, T-shirt designs, clothing tags, comprehensives, and mechanicals.

Fidelity Bank

Philadelphia, Pennsylvania

Student Internship

Graphics Assistant

An interstate bank that serves the mid Atlantic region with 500 offices throughout Pennsylvania and New Jersey.

Responsibilities:

- Designed letterheads, invitations and logos, assisted with the conceptualization of inner bank promotions
- Created mechanicals

Education

Moore College of Art and Design

Bachelor of Fine Arts

Philadelphia, Pennsylvania

Major: Graphic Design.

Courses include

- Typography, 2D and 3D design, Computers, Advertising Photography, Writing for the Graphic Communicator
- Childrens Book Illustration/Continuing Education

Awards & Honors

Portfolio Scholarship

Moore College of Art & Design

Philadelphia, Pennsylvania

Award of Excellence

Computer Sciences Corporation

Moorestown, New Jersey

Presentations

- To Rouse and Associates at Moore College of Art and Design for a community development
- To Philadelphia Committee for the Homeless at Moore College of Art and Design for logo and signage
- Various presentations for Computer Sciences Corporation

Community Activities

- Philadelphia Committee for the Homeless
- Consultant in the selection of artwork for the Rotary Club of Cherry Hill, New Jersey Art Auction

Exhibitions

Craft Show

Shawnee High School

Medford, New Jersey

Graphics 4 Senior Show

Moore College of Art & Design

Philadelphia, Pennsylvania

Sharing and Caring designs for the

Philadelphia Committee for the Homeless

Moore College of Art & Design

Philadelphia, Pennsylvania

Student shows

Moore College of Art & Design

Philadelphia, Pennsylvania

Additional Skills

Adobe proficient

- Photoshop
- Illustrator
- InDesign
- Audition
- Final Cut Pro
- Microsoft Word
- WIX

• Voice Actor

- Drawing
- Watercolor/Acrylic Painting
- Mural Design and Painting
- Photographer
- Creating Handmade Jewelry
- Restoring Furniture
- Rehabilitating Homes
- Sewing

jcroftdesign@gmail.com 609-744-2516