

RESUME

Donna Jackson

3920 Porter St. • Detroit, MI 48216 | 281.685.0102 • dmjstudio@msn.com

www.dmjstudio.com | www.myperfectlibrary.org

CAREER SUMMARY

- Over six years experience designing marketing materials for two large urban library systems
- In depth knowledge of graphic and web design applications
- Over ten years of experience with print and reproduction management
- Efficient in developing processes and strategies to enhance workflow and production
- Self motivated, creative and dependable
- Strong leadership, management and organizational skills
- Exceptional work ethics and time management abilities

TECHNICAL EXPERIENCE

APPLICATIONS:

Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, Adobe ColdFusion, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Office Suite (MS Word, Excel, PowerPoint, Access).

EMPLOYMENT

October 2010 - Present | Freelance Brand Consultant and Designer

- Responsible for the development and the maintaining of organization visual identity
- Develop and design special project marketing materials for client
- Responsible for print and design schedules and time lines for campaign implementations
- Work closely with clients throughout project creation process
- Management of client web site which includes design, development and when needed team manager

November 2006 - Present | Houston Public Library - Houston TX

Branding and Design Manager

- Responsible for the development and the maintaining of organization visual identity
- Develop and design special project marketing materials for director of the library and the leadership team
- Responsible for the creation and development of campaigns for library promotion
- Manage library's graphic and print department
- Responsible for print and design schedules and time lines for department
- Work closely with internal and external clients throughout project creation process
- Appoint printing and web vendors to given projects
- Maintenance of the web site

November 2004 - 2006 | Detroit Public Library - Detroit, MI

Graphic Design and Publications Manager

- Responsible for the visual direction of all marketing materials
- Developed and designed special project marketing materials for director of the library and the leadership team
- Managed graphics and publications department as well as the print shop
- Responsible for print and design schedules and time lines for department
- Worked closely with internal and external clients throughout project creation process
- Appointed printing and other vendors to given projects
- Daily maintenance of the web site

EMPLOYMENT CONT.

June 2002 - November 2004 | Detroit Public Library - Detroit, MI

Graphic Designer

- Designed and developed all marketing materials including brochures, mailers, bookmarks, flyers, posters, booklets and presentations
- Responsible for print and design schedules and time lines for department
- Responsible for the daily maintenance of the web site
- Appointed printing and other vendors to given projects
- Work closely with internal and external clients throughout project creation process

January 2002 - March 2002 | REALDetroit Weekly - Ferndale, MI

Graphic Designer

- Responsible for page layout of the magazine
- Compiled and organized information for company web site

November 1998 - February 2000 | Kinko's Copies - Detroit, MI

Copy Consultant/Computer Consultant

- Created documents for customers including mailers, brochures, resumes, business forms, logos, charts and presentations
- Assisted patrons in use of computer software
- Solved computer and printing problems for customers

April 2000 - December 2001 | United Way Community Services - Detroit, MI

Graphic Designer

- Designed marketing materials which included: brochures, mailers, bookmarks, flyers, posters and booklets
- Responsible for scanning and archiving UWCS event photos
- Compiled and organized information for company web site

EDUCATION

1993 - 1997 - Western Michigan University

Major - Industrial Design

1999 - 2001 - College for Creative Studies

Major - Graphic Communications

Currently - DeVry University

Major - Project Management

ACHIEVEMENTS

2007 - Development and implementation of the Houston Public Library Brand

Role: Designer and Project Manager

2008 - Development and implementation of the Houston Public Library Web Redesign

Role: Project Manager, Content Management Solution trainer, vendor liaison

2008 - John Cotton Dana Award Winning Team Member

Role: Designer of John Cotton Dana presentation for Houston Public Library, Designer for the Houston Public Library Campaign - A New Chapter: Opening of Houston Public Library - Central Library

2010 - Winner of the 2010 Texas Library Association - Branding Iron Award

Role: Developed the proposal for the award, designed the presentation and manager of the brand that won the award

MEMBERSHIPS AND AFFILIATIONS

American Library Association (ALA), Texas Library Association (TLA), Project Management Institute (PMI),

American Institute of Graphic Arts (AIGA)

