## JENNIFER KYФФ

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### J K Y F F . C O M

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## PROFESSIONAL SUMMARY

Insightful Senior Interactive Designer with ability to develop and deliver creative ideas from concept through execution. Strong leader passionate about mentoring and developing the skills of creative team members. Collaborates effectively with designers, producers, product managers and marketers in conceptualization and design of digital experiences. Builds and maintains strong client relationships. Intelligent curiosity for all things interactive.

Key skills include:

- Web Design
- Graphic Design
- Leadership
- Animation
- User Experience Journeys
- UX/UI Design
- Logo Design
- Presentation Skills
- Drawing/Illustration
- Photo Retouching
- App/Mobile Design
- Game Design
- Ad Banner Design
- Coaching/Mentoring
- Client Relations

## EXPERIENCE

**Benjamin Moore & Co., Montvale, NJ**        **2017–Present**
**Lead UX Designer**
Leads the conception of user experience journeys & visual design for Benjaminmoore.com, mobile applications & other company websites.

- Directs website creative by presenting wireframes & design comps to internal product and marketing mangers.
- Redesigned Benjamin Moore's responsive email templates. Brought emails in-line with the digital style guide and improved the user experience journey by creating multiple templates that targeted specific user groups.
- Builds effective client relationships: listens, guides and interprets digital marketing and product manager's ideas while advocating for good design.
- Directs, advises & delivers feedback to agencies regarding visual & UX design on various digital projects.
- Advises & collaborates with product managers & marketing mangers to help establish business requirements for digital projects.
- Analyzes SEO results, analytical data & user research to drive UX design on all digital properties.
- Drives the creative evolution of and enforces adherence to the digital style guide for internal developers, the content management team and outside agencies.
- Leads and mentors developers and the content management team to ensure designs & UX patterns are executed properly.

**Freelance**        **1997–Present**
Provided various design applications to clients including: website design, graphic design, logo design, cd package design, presentation design and ad banner creation.

(Clients: Benjamin Moore & Co., Amazon, Sony, CBS Interactive Music Group, Hollywood Pop Gallery, Boo Gemes, The Great Charlini, George Wilson, Carol Wright, Claritin, and National Tennis Association)

**Playmada Games™, New York, New York**        **2015–2016**
**Senior Visual Designer**
Designed UI/ UX, game art and animation assets for Playmada's flagship chemistry Collisions™ game that will feature web and mobile experiences on both iOS and Android platforms. Redesigned the responsive company website. Created trade show materials for the Collisions™ trade show booth.

**Sony Electronics, Inc., Park Ridge, NJ**        **2011–2014**
**Senior Web Designer**
Led conception, design and execution of digital experiences for Sony's professional products, VAIO computers and recordable media divisions. Created microsites, graphic user interface (GUI) features, mobile applications and eblasts.

- Designed in a variety of disciplines including icon design, interactive design, animation, and illustration.

- Created templates for tabs, carousels, and page layouts that were integrated throughout the Sony Professional website, which ensured consistency and speeded production.
- Presented designs and provided creative direction to internal product and marketing mangers.
- Collaborated with product managers and established business requirements that supported construction of detailed wireframes.
- Analyzed Site Catalyst and Test & Target data, which enabled informed design decisions.
- Effectively managed and coordinated multiple projects simultaneously; ensured project deadlines were met.
- Designed, in record time, bid winning Alabama state website that launched within strict two-week time frame and was showcased by Brand Activation team.

**Skyworks Interactive, Inc., Hackensack, NJ** 2007–2009
**Associate Creative Director (2008-2009)**
Direct managerial, hands-on design and development experience, specializing primarily in iPhone games, online gaming, and web design. Mentored and motivated team of designers that developed dynamic, high impact, quality creative assets. Played multiple roles with broad range of both conceptual and creative skills.

- Trained, mentored, managed, and art directed 2D and 3D artists.
- Designed and conceptualized game interfaces, logos, and illustrated art for iPhone, online games, and Nintendo DS titles.

**Skyworks Technologies, Inc., Hackensack, NJ** 1997–2007
**Senior Art Director (2001–2008)**
Localized, produced, and ported game art for Nintendo DS and Nintendo DSi platforms. Led design of monthly updates for interactive gaming website; partnered with creative director, programmers, and testers.

**Skyworks Technologies, Inc., Hackensack, NJ** 1997–2007
**Art Director (1998–2001)**
Coded HTML webpages for interactive gaming websites. Created production art for multiple advergames. Led design and acted as project manager for e-commerce microsite.

**Associate Art Director (1997–1998)**
Coded HTML webpages for the Lifesaver's Candystand website. Designed animated ad banners, online promotions, and email newsletters. Designed icons and spot illustrations for online magazines and other online features.

(Clients and marketing partners: LifeSavers Company [www.candystand.com], C Shell Designs, Marines, ESPN, Disney, Diet Coke, Postopia [www.postopia.com], Wrigley, WebMD, Wild Tangent, Marden-Kane, Weight Watchers, Block Drugs, Dodge, MTV Online, Major League Baseball, CNN/SI, Lids, Inc. Nabisco [www.nabiscoworld.com], Kraft, and Electronic Arts)

## EDUCATION

**Rutgers,** Mini-Masters in User Experience Design, Mini-MBA in Business Essentials, Mini-MBA in Digital Marketing, Web Design Professional

**Pratt Institute, BFA,** Communication Design, Graphic Design major (with Honors)
The David J. Passalacqua School of Drawing and Illustration

## SKILLS

Adobe Creative Suite, Sketch, Omnigraffle, Google Analytics, Microsoft Office, Adobe SiteCatalyst, Adobe Test&Target; thorough working knowledge of HTML, CSS and current development practices; illustration ability.

## ACHIEVEMENTS

15 United States Masters Swimming Top Ten National Swims 2007–2014