



Jennifer Platt Wilner
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www.whitewavegraphics.com

Owner, White Wave Graphics Inc. (December 2003-present) **Just Farmed, Friends of Westfield Memorial Library, Kipcon, Jewish Federation Heart of NJ, Netivot Montessori, Andrews & Mitchell Home Management, Beinhaker Law, BCIP Law, Play for Pink WF**; See my website for more clients.

Ingersoll Rand, (July 2014-October 2014) Sharepoint website designer for Communications Department.

Next Level Web Strategies (January 2013-December 2014) Raised design standards on clients' WordPress based websites, supervised interns and recent graduate hires in the design department.

Bracco Diagnostics Inc. (December 2004-present) Streamlined brand identity direction for in-house marketing department. Designed a product brochure now in its second reprint, that created record sales and influenced the company's decision not to discontinue product.

Crossbow Group (June-September 2011) Designed/produced over 40 banners for FreeScore.com for yahoo. Based on the first 10 designs, FreeScore awarded 100+ banner contract.

Jewish Community Center of Central New Jersey (August 2008-June 2012) Reinvented website as main marketing tool at the community center as part of their "Going Green" initiatives. Increased website traffic 86% over previous website.

ProCE Inc. (March 2007- December 2008) Raised the bar on Pharmaceutical Education course brochures and invitations for large Mid-Western educational company.

Macys.com (September 2002-December 2003) Senior Designer: E-commerce design. Responsible for design of homepages and ads for online arm of the largest department store chain in the US.

Freelance Designer (2001-2002)

A&W Root Beer Painted 6x10' mural in Newark Liberty Airport Terminal C, **Kleinfeld Bridal** Jumpstarted marketing initiatives for the new owners, featured on reality show "Say Yes to the Dress"

Doremus Advertising (2000-2001) Interactive Designer: Sole interactive designer at firm, responsible for merging on and offline advertising initiatives. Increased online presence for financial, corporate and B to B clients

Clients: Corning Incorporated, ITT Industries, TRW, ACE Limited, Rabobank, ChemConnect, Guardian, Morgan Stanley, UBS Warburg, KDM Media Services

Zentropy Partners (formerly Thunder House Marketing Group) (1998-2000) Senior Interactive Designer: **Nominated for ANDY award** for "I Can't Believe It's Not Butter" as well as write up in Ad week. Increased revenue from spec work on 2 Lucent Technologies banner ads to \$3M for the company.

Clients: Lucent Technologies, "I Can't Believe It's Not Butter", DuPont, Agilent Technologies, Mastercard, Tiffany & Co., Popsicle, Coca-Cola, Barq's, Cherry Coke, Brummel & Brown, Sprint, L'Oreal, Salomon Smith Barney, Lysol, and P.O.V. Magazine

Ogilvy Interactive (1997-1998) Senior Art Director (Freelance): Supervised the design of IBM PartnerInfo website. Developed website content and Shock-wave tennis game for Perrier Beverage Company. Assisted in the development and planning of site content and navigation for Ford Motor Company. Developed and presented seminar "Banners 101" on the design and production of great banner ads.

Clients: IBM websites, IBM Software, Perrier, Kodak, Procrit, and USSB

Grey Direct (1994-1997)

e.marketing

Senior Art Director: Designer of the very first website for the DMA, early adopter of the web space. Launched Seagram Wines website uniting their vineyards.

Clients: The Direct Marketing Association (DMA), Seagram Corporate, Seagram Chateau and Estate Wines, Quick & Reilly, TSI Software, Markel Corporate Insurance, The Dun and Bradstreet Corporation and Edmund Scientific

Marketing Group Inc.

Art Director: Designer of direct mail, collateral materials, print and interactive advertising. Grey Direct President's Award, 1996

Clients: Quick & Reilly, Sprint, FTD Florists, Ernst & Young, AAA of California, and Chase Bank, Rogaine Hair Restoration System

Freelance Work (1991-1994)

PKG Design Package Designer: Design and production of toy packaging and other products

The James Chin Group MacIntosh Artist: Design and prepress work for direct mail and advertising

DesignsInk Designer: Brochures, posters, corporate identity and editorial work

Education

Syracuse University; BFA Communications Design, May 1992, **School of Visual Arts** -Typography with Ed Benguiat, 1990

Volunteer Coordinator- Bouley Bakery/Red Cross Ground Zero relief effort, 2001, **Partner/VP** - The Birthday Box, social action 501(c)(3), **Winner Westfield 300 Anniversary Logo Contest 2019.**