

WILLIAM JENSEN

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Work Experience

Art Director, Steworx — March 2006 - Present

- Act as design lead, project manager, and art director on multiple projects, including high profile AOL projects.
- Act as main point of contact in requirements gathering, design presentations, and all subsequent deliverables.
- Work closely with Creative Director to develop strong visual design solutions that both meet the business goals of the client and provide the user with the best possible experience.
- Develop complete set of wireframes in establishing the User Interface.
- Video editing using Final Cut Express.
- Oversight over junior designers and freelancers, providing direction and defining workload.
- Responsible for projection and tracking of resourcing.

Senior Designer, Westlake Consulting Group/Lucidea — March 2000 - April 2006

- Responsible for visual design, brand development, interface design, requirements gathering, light production, system analysis and design, usability testing, and project management.
- Developed strong online design solutions while maintaining high level of usability.
- Worked closely with clients in an iterative process to create complex workflows and interfaces for large web applications.
- Project managed multiple projects with a strong design and usability component.
- Responsible for scheduling and resourcing, monthly projections, budget issues, invoicing, main client contact, and presentation of designs.
- Worked closely with photographers and illustrators in creation of commissioned art.
- Oversaw, administered, and analyzed high-fidelity usability test.

Designer, RCW Communication Design, Inc. — February 1996 - March 2000

- Responsible for all aspects of the design process, from the initial client meeting and requirements gathering to press inspections.
- Worked in close contact with Art Director to conceptualize and produce high quality 4 and 6 color designs resulting in materials ranging from brochures, to posters, to exhibit graphics.
- Worked closely with exhibit designer to produce graphics for large exhibit and oversaw production.
- Brainstormed and conceptualized with copywriter to produce complete design solution for client's needs.
- Performed photo selection, paper selection, font selection, client presentations, large publication layout, digital prepress, and mechanicals for camera ready art.
- Responsible for the design and production of web pages, including HTML and Flash.
- Oversaw work of freelancers and junior designers. Responsible for system administrator duties.

Education

Mississippi State University — Starkville, Mississippi

BFA: May 1995 — Emphasis in graphic design

President's Scholar: Fall 1992, Spring 1993

Computer Skills

Highly proficient in the use of the following Macintosh programs:

PhotoShop, Illustrator, InDesign, Fireworks, Dreamweaver, Flash, and Final Cut Express.

Working experience in the use of the following Macintosh programs:

Quark X-Press, Acrobat, and MS Office. I also have a good understanding of HTML and CSS. Also familiar with working on Windows based machines with working knowledge of MS Project and Visio.

Awards and Honors

The Communicator Awards — Siteworx/Designer — 2008

U.S. News & World Report Website: Newspaper - Award of Distinction

2008 Webby Awards — Siteworx/Designer — 2008

U.S. News & World Report Website: Official Honoree

Horizon Interactive Awards 2008 — Siteworx/Designer & Photographer — 2008

Siteworx Re-Gifter Holiday Card: Company Identity - Silver Award
U.S. News & World Report Website: Magazine and News - Bronze Award

IMA Interactive Media Awards 2007 — Siteworx/Designer — 2007

U. S. News & World Report Website: Best in Class, Newspaper

Art Directors Club of Metropolitan Washington — RCW/Designer — 1998

Smithsonian Institution (SITES) — Amazing Space: Hubble Space Telescope

Museum Publications Design Competition —RCW/Designer — 1999, 1998

Smithsonian Productions — Remembering Slavery CD-ROM Package
Honorable Mention — 1999
Smithsonian Institution (SITES) — Amazing Space: Hubble Space Telescope
Second Prize — 1998

American Graphic Design Award — RCW/Designer — 1998

Worldspace — Listen to the Rhythm of the World Brochure

Graphis Student Annual — 1996

Student logo work published

Graphic Design Competition; Mississippi State University — 1995

Best of Show, Graphic Design