



Jennifer Winford

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Creative designer & developer with 15 years of experience in interactive design and programming. A blend of production, creative collaboration and management. Skilled at developing creative solutions to data, design and production issues with experience in both independent and client-centric firms.

Skillset

UX & UI Design, Branding, Web Design, Art Direction, Team & Project Management, Front End Programming, Data Management, Illustration, 3D Design & Printing, Practical Fabrication, Copywriting & Creative Marketing

Education

Art Institute of Ft Lauderdale 2002-2004
Visual Effects & Motion Graphics Program
Walden University 2006-2008
Communication & Social Media Marketing

Awards & Honors

CTE Marketing Award 2017
Most Realistic Advertisement
ARDA Award 2008
Best eBlast

Recent History

Front End Developer & Designer *GWS Tool Group | Tavares, FL | February 2016 - Present*

- ✓ Creating eCommerce solutions for over 30,000 products
- ✓ 3D rendering realistic tool photos
- ✓ Design and prepress for largescale tradeshow graphics, lighting, signage and marketing collateral
- ✓ Integration of branding, marketing, social media, graphics, web and product data for 11 company acquisitions
- ✓ Designing marketing collateral including a 500+ page catalog, flyers, ads, logos, brands, packaging & labeling

Web Design & Marketing *Local Site Solutions | Orlando, FL | September 2013 - February 2016*

- ✓ Design and implementation of custom WordPress websites for real estate, mortgage and other industries
- ✓ Creation of PURL email marketing, ad retargeting, remarketing, demographic modeling and recurring campaigns
- ✓ Producing video advertisements with informational motion graphics and recorded voice-overs
- ✓ Designing printed marketing material and managing data for mass distribution

Web, Product & UX Design *Thoughts.com | Winter Garden, FL | August 2009 - November 2012*

- ✓ Creating high-end, user-friendly social network designs reaching over one million members
- ✓ Collaborating with the development team and executives to build site architecture and user experience stories
- ✓ Creating researched UX design, advanced wireframing and site flow modeling for users and administrators
- ✓ Designing solid branding elements, maintaining brand standards and illustrating a company mascot

Multimedia Design *Orange Lake Resorts | Kissimmee, FL | February 2007 - November 2008*

- ✓ Designing eBlasts for marketing campaigns, animated banner advertisements, sales-g geared websites with animated content and all digital media required for four resorts across the USA
- ✓ Creating promotional videos & data-driven animated landing pages
- ✓ Creating and managing massive award-winning digital marketing campaigns to over one million recipients

Creative Design *Imagicom, LLC. | Orlando, FL | December 2006 - February 2007*

- ✓ Designing high-end websites for corporate entities
- ✓ Creation of collateral for motion-based simulated ride video
- ✓ Conceptualizing characters for 3d recreation
- ✓ Creation of motion-graphics based interactive designs for kiosks and touchscreen displays