

Jennifer Salita
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Professional Experience

Senior Interactive Developer + Designer Ideapark

September 2012 - Present

- Head of the development team: estimate project time-lines, select resources, offer support for developers and meet with clients to represent Ideapark's technical capabilities
- Design and production design of recipe pdfs and marketing emails
- Build complex newsletters for General Mills email marketing campaign using html/css
- Code and design websites using html/css/javascript

Graphic Designer + Web Designer Carlson School of Management (U of M)

January 2012 - September 2012

- Web designer and developer for a large pre-existing website
- Provided technical support for multiple users on the site
- Designed print materials for presentations adhering to strict U of M brand guidelines
- Designed and developed new blogs, social network branding, web initiatives, pdfs, emails, microsites and web icons

Front End Developer + Production Designer Ideapark

October 2010 - January 2012

- Coded complex emails for General Mills email marketing campaign
- Production design of weekly email newsletters
- Created websites using html/css/javascript with some light MySQL database work

Head of Web & Marketing/Assistant Designer Phillips Garden (4 years as intern/1.5 years as full time employee)

May 2005 - Oct. 2010

- Designed, built and maintained company website & blog
- In charge of all social media
- Prepared award submissions and did all photography
- Lead branding efforts such as: creation of a new logo, promotional designs & press releases
- Designed & drafted residential landscape plans
- Rendered designs using AutoCAD, Photoshop, Illustrator, Sketch Up and by hand

Teaching Assistant University of Minnesota

Fall 2006

- Lead a 90 minute discussion one day a week in an introductory design course for undergraduate
- Created lesson plans for all recitation sessions
- Took students on field trips throughout the city to analyze local landscapes and architecture

Education

University of Minnesota

Master of Landscape Architecture & Master of Urban and Regional Planning

Graduated 2009

Turun Yliopisto (University of Turku, Finland)

Sustainable Urban Design Winter 2006 - one semester

University of Minnesota

Bachelor of Fine Arts

Graduated 2000

Technical Skills

Software:

The Adobe Suite (Photoshop, Illustrator, In Design, Premiere), Microsoft Office (Excel, Word, PowerPoint), coda

Platforms:

Mac OS, Windows

Other:

HTML, CSS, javascript/jquery, Web CMS (wordpress), google analytics

Awards

Design Competition: Watersity Winner (MN Landscape Arboretum)

- One of ten groups of artists chosen to participate in the 2009 watersity design competition
- Designed and constructed (in a team of 3) a landscape art installation illustrating 'per capita water-use in different countries around the world

Good Governance Consortium

- One of twelve graduate students in the nation chosen to participate in a transatlantic exchange to study sustainable urban design in Turku, Finland. The GGC was funded by the US Department of Education

Sumasil Foundation

- Graduate school award given to woman pursuing clear cut goals and professional development