

SUMMARY OF QUALIFICATIONS

- Award winning Graphic Designer and published Photographer with more than 10 years of experience in creating and executing print, Web, and broadcast related graphics for television stations, universities, local artists and non-profit organizations
- Highly skilled in creating multimedia concepts, designs and implementation plans targeted towards retention and attracting new clients for start-up and existing businesses
- Clear communicator with a natural ability to involve clients as part of the creative process and bring their visions to fruition
- Driven to discover and create new solutions to client challenges, goals and expectations

PROFESSIONAL EXPERTISE

Corporate Branding	Page Layout Design	Web Design
Logo Design	Marketing Collateral	E-marketing Tools
Media Campaigns	Print Ads	Editing

CREATIVE / TECHNICAL SKILLS

Web: Macromedia DreamWeaver, Flash, Director, HTML, AJAX, LINGO, PERL, JavaScript

Print: Adobe Photoshop, Illustrator, InDesign, Acrobat, FrameMaker, Quark

Broadcast: Adobe AfterEffects, Final Cut Pro, DPS Velocity, Edius

Operating Systems: Proficient using Macintosh and Windows systems across multiple mediums

QUALIFICATIONS

Web Design / Development

- Created web sites for various organizations, including a Television Station, non-profits, an architectural firm and a university department.
- Prepared photographic images and created graphics for web use, integrating them into effective page and site designs.
- Prepared dynamic interactive web elements, including animations, cycling images, rollovers, and image slide shows, using JavaScript and Flash.
- Revised and converted print material and used interface design and site architecture to meet organizational online strategic communication goals.

Multimedia

- Designed, developed, tested and packaged media elements for computer-based training software.
- Prepared complete storyboard set for online interactive course.
- Updated Flash interactivity for online course.

Graphic Design

- Designed organizations' annual reports.
- Created CD labels using various corporate logos and identity materials.
- Designed organizational image materials, including business cards, logos, and letterheads.

Communication/Training

- Created specification documentation and wrote technical manual for Visual Basic program.
- Formatted manuals that were being converted from English into Swedish, Danish, and Dutch.
- Made presentations on web site status and development issues to organizational directors.

PROFESSIONAL ACCOMPLISHMENTS

Patti Jacobs Graphic Design Specialist <u>Pattijacobs.net</u> Print, web, motion graphics, photography	2000-present
The CW WHAM-DT TV 13WHAM TV, Rochester, NY Creative Designer/Producer <u>cwrochester.com</u> <u>13wham.com</u> Television promotion branded on-air, on-line, in print.	2006-2008
STARRY NIGHT DESIGNS BY JOAN MCDONALD, Rochester NY Graphic Designer and Web Developer <u>starrynightdesignboutique.com</u> On-line jewelry store - The Boutique specializes in fused art glass jewelry, designed and hand crafted by Joan McDonald.	2008
RIT NTID, Adjusting the Margins / Deaf Leadership, Rochester NY Graphic Designer and Web Developer <u>luanedavishaggertyphd.com</u> Award winning on-line dissertation for Luane Davis Haggerty, RIT NTID Creative and Cultural Studies department	2006
SANDRA TURNER PHOTOGRAPHY, Rochester NY Graphic Designer and Web Developer <u>sandraturnerphotography.com</u> On-line showcase of photographer's work	2006
IRT INTERBOROUGH REPERTORY THEATER, New York, NY Web Master <u>irt.dreamhost.com</u> New York City Theater promotion	2006
CP ROCHESTER, Rochester, NY Graphic Designer and Web Developer <u>cprochester.org</u> Non-profit agency promotion	2001-2006
WUHF TV FOX ROCHESTER, Rochester, NY Art Director/Web Producer Created and executed, from concept through finished product, all print, broadcast and web related design. Provided Artistic Direction for overall station visual branding. Received Employee of the Month Award for <i>fantastic work ethic...</i>	2002-2005
C&C CREATIONS, Rochester, NY Graphic Designer Create customized labels used in Corporate Gift Giving Program by companies to maximize branding and develop customer loyalty.	2000-Present

EDUCATION / PROFESSIONAL DEVELOPMENT

Master of Science, Technical Information Design, Instructional Technology,
ROCHESTER INSTITUTE OF TECHNOLOGY, Rochester, NY

AWARDS

International Innovative Award: Networked Digital Library of Theses & Dissertations Award

One of six worldwide winners recognized for unique use of on-line/digital technology

2008 Regional Edward R. Murrow Award for Best Newscast

Created graphics for *13WHAM News at Six*