

# CURRICULUM VITAE

## JEN SLUSSER

### RECOGNITION

*“Jen Slusser is a very talented and productive Creative Director and Graphic Designer. In a few short months, we were able to redesign almost all of the admissions marketing materials to align with our new graphic identity and tag line at Holy Names University. I’ve never worked with a professional in Jen’s position who was both as creative and as productive as Jen.”*

Marcia Nance  
VP of UG Enrollment  
Holy Names University

### PERSONAL PROFILE

I have nearly two decades of experience in creative services and graphic design. I have a solid understanding of all areas of print design, production and writing copy. I am self-taught in illustration, video editing, and web. I love the creative industries I have been involved with from stand-up comedy, vocal radio production, voice-over work to graphic design/production.

Besides a sense of humor and a solid work ethic, one of my strengths is my adaptability. I am able to jump easily from being a production artist, designer, and team member to being a decision maker. This adaptability enhances my value as an employee as I am able to handle any task I’m given, be it writing copy, editing video, branding, print, or managing a team.

### CAREER HISTORY

**Becca Black Creative Studio** – January 1999 to present  
Company Founder/Freelance Business

I began working as Becca Black Creative Studio right out of graphic design school. My role has always been that of administrative, technical, management, client contact, proposal writer, and creative. Named after my late black cat, Rebecca, creating this company has been a labor of love.

Work included various projects - brochures, postcards, posters, programs, T-shirts, etc.- For Second City, Improv Olympic, The Chicago Improv Festival as well as simple web sites for Andersonville Hardware store, Mikey O Comedy, Edge Comedy Productions, Performink.com, and Bailiwick Theater.

**Holy Names University** – March 2008 to June 2010  
Head Designer/Production Artist/New Media Producer

The university needed a public face lift. I was charged with developing, producing, and implementing a branded set of undergraduate (UG) and graduate (G) admissions materials. Coupled with a wicked enrollment team, UG student inquiry increased by 45% and conversion rates by 25% in one year. Graduate inquiries rose by 70% and retention rates began a steady climb for the first time in decades.

As designer, I managed the brand throughout the marketing mix, coordinated op-eds and ad placements, made newspaper ad space buys, and managed vendor relationships, schedules, and printing of all materials. Presented research on the value of social and new media. Active participant of Technology Committee aimed at creating a mobile 21st Century Campus.

In an effort to restore vitality to the assets I used for design at Holy Names University, I assigned myself the first campus photographer, increasing relevant images by 200%. I initiated event videography and editing to build new media content for the web. I further assisted the web manager with written and graphic content.

## AWARDS - 2008

- 1) Listed in Cambridge Who's Who among Professionals
- 2) Four Communicator Awards of Distinction
  - **Business-to-Business:**  
Baxter BioPharma Brochure
  - **Magazine Ad:**  
NuGen Technologies
  - **Event Materials:**  
American Lung Association
  - **Resource Kit:**  
Work2Future

## RECOGNITION

*"Jen is talented, easy to work with, and has a strong work ethic. She performs well under high pressure and rapidly changing circumstances and has natural leadership ability. I enthusiastically recommend Jen to your organization, whether she is looking to be a designer or is looking to work in creative direction or management."*

Grant Corley  
Web Designer  
SEIU - UHW

## CAREER HISTORY – Continued

**NIA Creative** – April 2007 to April 2008  
Senior Print Designer

This marks my first venture into video editing. During the brief period that I was fortunate to work at NIA, I worked on various projects from corporate identities, websites, print advertisements, catalogs, collateral and project management. Responsible for all print design, from concept through production.

I designed award-winning work at NIA. Projects for Baxter BioPharma Solutions, NuGen, Genentech, Carl Zeiss Meditec, BusinessOwnerSpace.com, work2future, Joseph Eve, American Lung Association, SellPoint, Canon, and Transcend Medical, Inc.

**SEIU-United Healthcare Workers West** – April 2005 to April 2007  
Graphic Designer

I was a part of a movement of people who sought social justice for those without a voice in the world of politics. I was one of two designers that handled demands from a state-wide union of over 250 healthcare facilities across California. I designed, developed, and built out the award winning quarterly membership magazine (distribution of 140,000+).

I developed editorial content and graphics for newsletters, magazines, ads, and web. I was charged with designing large vinyl banners, picket signs, buttons, T-shirts, and anything spontaneously necessary from any and all facilities that should call. I mastered multi-tasking, efficiency, and accuracy in my work here.

I designed and produced the annual report as well as performed voice over work for state-wide radio spots. I was my own project and vendor manager, and responsible for meeting all deadlines on my own.

**Artisan for Hire** – June 1997 to February 2005  
Art Director/Graphic Designer/Production Artist and Studio Manager

At this time I was doing stand-up comedy and studying improv comedy at Second City. I worked strictly to pay rent and feed myself. I enjoyed this time of my career immensely. I was fortunate to be hired out frequently, and often for long-term gigs, usually as a print production artist around Chicago and Los Angeles.

While at Artisan I worked on projects for Schafer Condon Carter, General Growth Properties, Townsend Agency, Houghton Mifflin Harcourt Publishing, Hershey's, Small World Toys, Where magazine, and Cat's Pride litter. I did production and occasional design on billboards, table tents, packaging, B2B brochures, B2C postcards, posters, programs, and textbooks.

## RECOGNITION

*“Jen is an exceptionally skilled and dedicated designer, always available to lend a hand or some creative insight. Jen’s print and layout skills and her grasp of color and type are matched by few. With experience expanding into the areas of video and animation, she’s also an unusually diverse talent. She’s a great person to have on a team - one of the best collaborators I’ve ever worked with.”*

Derick Shaw  
Sr. Motion Designer  
NIA Creative

## EDUCATION

I am always seeking to expand and improve my skill set.

**Northern Illinois University** – May 1998  
BFA Studio Art - Design

**Lynda.com & Bay Area Video Coalition (BAVC)**– 2007 to present

- Premiere Pro CS3 Essential Training & Beyond the Basics
- Final Cut Pro Optimization and Troubleshooting
- Acrobat 9 Pro: Creating Multimedia Projects
- Dreamweaver CS4 with CSS Essential Training & CSS for Designers
- WordPress.com 2.7 Essential Training
- Illustrator CS4 Beyond the Basics
- Flash CS4 Professional Getting Started

## SOFTWARE PROFICIENCY

I have experience using a wide range of software applications. Listed are those which I use regularly:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Microsoft Office

## WORK/PERSONAL QUALITIES

I am especially known for my integrity, professionalism, sense of humor, high productivity, and dedication:

- Thorough and meticulous, fast, efficient, and deadline driven
- Capable of creating outside of my personal style
- Take direction well and thrive in chaos
- Excellent knowledge of print design and production
- Life-long learner

## HOBBIES AND INTERESTS

I enjoy volunteer work in jails and psychiatric institutions, live jazz, inconsistent exercise, juicing, hanging out at the library and bookstores, growing, time with family, and drawing with my son.

Thanks for taking the time to review my curriculum vitae. If you haven’t already done so, please visit my portfolio at: [www.soulnotskin.com/design](http://www.soulnotskin.com/design)  
I look forward to hearing from you soon.

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