



Jennifer Pereira

401.641.0817

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www.jenniferpereira.com

Jenny • Graphic Designer • Creative Thinker • Innovative Problem Solver

Specialties • Print Design • Package Design • Instructional Collateral
• Web Design • Advertising Design • Multi-language Implementation

Project Management • Art Direction
• Lead projects from concept to completion
• Manage tight deadlines and heavy schedules
• Lead Press Checks
• Knowledge of international packaging requirements
• Photo shoot direction
• Effective collaboration with Licensors and Marketers
• Traffic and logistics coordination
• Training documentation creation and implementation
• Strategic planning

Technical Proficiency • Adobe Illustrator • Microsoft Word • Mac OS
• Adobe Photoshop • Microsoft Excel • Windows OS
• Adobe InDesign • Microsoft Entourage
• Adobe Dreamweaver • Microsoft Outlook

Technical Knowledge • Microsoft Power Point • HTML
• Quark XPress • CSS
• Adobe Flash

Education • Savannah College of Art and Design: Savannah, GA
MA - Advertising Design, June 2007
MA - Graphic Design, November 2006
• Rhode Island College: Providence, RI
BA - Graphic Design, May 2005
Marketing Minor

Languages • English
• Portuguese
• Spanish



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Work Experience

Freelance Graphic Designer

06/05 – Present

- Logo Design
- E-Newsletter Design: readership 1,500
- Conference signage and collateral: conference attendance 5,000+
- Website Design

Graphic Designer (contract)

CVS Caremark Corporation: Woonsocket, RI

06/11 – Present

- Create and produce Retail Innovation & Store Design collateral, including: Merchandising Guides: 20 – 150 pages each; readership: 30,000+.
- Collaborate with internal partners to reach planned goals and deadlines.

Graphic Designer (contract)

Hasbro: Pawtucket, RI

06/10 – 05/11

- Design packaging and instructional collateral for international consumer toy products from project inception to completion.
- Collaborate with internal partners to merge U.S. and international design while maintaining licensing and brand integrity for: *Transformers, Playskool, Play-doh, Beyblades, Littlest Pet Shop, FurReal Friends, Star Wars, and Marvel.*
- Art direct overseas partners.

Graphic Designer (contract)

Covidien: Mansfield, MA

03/09 – 06/10

- Developed and implemented new process documents and training manuals.
- Supervised and onboarded new designers and coordinators.
- Designed new medical packaging and instructional collateral for international re-branding initiative.
- Partnered with internal departments and outside vendors to align existing collateral with new rebranding guidelines, legal and regulatory requirements, and multi-language translations.

Graphic Artist

The Walt Disney Company - Disney Design Group: Lake Buena Vista, FL

01/08 – 03/09

- Designed and conceptualized consumer product and package design within the lifestyles hardline team while maintaining licensing and brand integrity.
- Utilized existing company graphics, photography assets, and on-line data libraries.
- Projects included categories of stationery, consumables, home decor, and seasonal items.

Graphic Designer

Walt Disney Company - Travel Industry Marketing: Celebration, FL

06/07 – 01/08

- Designed, created and maintained licensing and brand integrity of new multi-media advertising for all Disney destinations.
- Coordinated printing with local vendors for completion of projects.