

Margaret Jenny
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Expertise

Indesign, Photoshop, Illustrator, Acrobat Pro, Printing process

Mastery

Layout, image editing and digital retouching, clipping and blanking, vectorisation and creation of vectorials, logo design, manipulation of text and images, html and CSS, interactive pdfs, creation and quick replication of marketing themes across formats and media for promotional and educational uses.

Certification

Multimedia infographics
AFPA Bac+2 niv. 3
Nanterre, France

Degree

German language and literature
Minor in fine arts
University of Maryland, USA

I can

Make an idea take form
Follow through to the end
Improvise and succeed
Speak four languages

I am

Detail-oriented from planning to production
Organised and thorough
but also Curious and Creative
and always Enquiring

- 2011 to present** Graphic designer at Buffet Crampon in the Marketing department, Mantes-la-Ville, France
- Advertising design for magazines in both print and web, direct contact with editors and printers
 - Design and adaptation of promotional media: rollups, posters, flyers, catalogues, brochures
 - Design and/or layout of CD jewel case components for artists who play Buffet Crampon brands
 - Photo retouching, clipping forms for blanking, typically musical instruments for catalogues
 - Adaptation and application of new graphic charters following two major corporate visual identity overhauls
- 2007 to 2011** Graphic designer on temporary assignments in Paris from agencies such as Manpower and AURA Staffing for clients including Buffet Crampon, BNP Paribas, Fortis Investments, Momentys as support for Communications and Marketing
- Application of InDesign, PhotoShop, Illustrator, MS Office in the creation of various newsletters to support sales and brand positioning
 - Creation of design emails in html for upcoming events (*Save the date!*)
 - Search for visual materials for the creation of promotional formats with iconographic themes
 - Follow-through of production including internal printing and liaising with external printers
 - Rebranding of all marketing and communications materials after major graphic charter and logo makeover
- 2004 à 2011** Freelance web design and management, desktop publishing
- Creation of pamphlets, brochures and websites
 - Webmaster
 - Website makeovers
 - Incorporation of prefab JavaScript and AS2.0
 - HTML, CSS, Flash animations, forms