



JENNY HERCE

WORK EXPERIENCE

DESIGNER

Blue Ribbon Supply • 2015 - Present

Collaborate actively with marketing communication managers to create and design promotional materials such as product catalogs, product packaging, brochures, and trade show signage.

Coordinate strategically with sales managers to craft marketing campaigns such as presentation materials and responsive emails. Interface closely with the marketing director and web development team to create and design website landing pages, high fidelity mockups, experiences, and prototypes.

GRAPHIC DESIGNER

Key Curriculum Press • 2004 -2011

Created and designed marketing materials such as direct mail, collateral, tradeshow signages, print ads, web banners, emails, and web landing pages to promote company's textbooks and software products. Designed elements for promotional graphics on company's website, facebook and blog. Participated in team meetings, design reviews, and cross-functional discussions to develop printed piece from concept to final product.

GRAPHIC ARTIST

PrintVision • 2000 - 2003

Designed newsletters, marketing collaterals, and identity materials. Supported project timelines by constant interaction with clients, vendors, and production group. Performed administrative duties including scheduling, filing, and billing.

CHEMIST

Quanam Medical Corporation • 1997 - 2000

Collaborated with project team in the development of drug delivery stents and polymeric coils.

CHEMIST

Boston Scientific • 1995 - 1997

Collaborated with the research team in the development of embolization products to be used in the treatment of intra-cranial aneurysms.

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SKILLS

Illustrator
Photoshop
InDesign
Acrobat
Dreamweaver
XD
Figma
Constant Contact
Zoom
Google Meet
Microsoft Office

EDUCATION

California State University, East Bay
Bachelor's Degree in Biochemistry

Ohlone College
Multimedia Design