

# JESSICA J. TEAL

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## SKILLS

**Software:** Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign, Flash, Acrobat), QuarkXPress, Microsoft Office Suite, iWork, Parallels, FTP client/server; CMS: MoveableType, ExpressionEngine, Bricolage

**Web Languages:** XHTML, CSS, XML. Working knowledge of JavaScript, ActionScript, PHP, SQL, ColdFusion

**Web Production:** Information architecture, optimized image production, database integration, audio/video, browser testing, W3C, Section 508, search engine optimization, web tracking and statistic analysis

**Print:** Page layout, identity design, image optimization, color profiles, mock-up creation, exhibit design, style guide and branding adherence, pre-press preparation

**General:** Project management, copywriting, editing, proofreading, OCR and image scanning, digital photography, illustration, expertise in Mac OS and Windows

## EDUCATION

**Massachusetts College of Art**  
*May 2000, Professional Certificate*

Extension program in web design. Courses included Website Design, Dreamweaver, Flash, Multimedia

**Boston College**  
*Class of 1999, BA English and Communications, GPA: 3.8*

Phi Beta Kappa, Magna Cum Laude, College of Arts and Sciences honors student, Dean's List 1995-99, Golden Key National Honor Society, Order of the Cross and Crown, Lambda Pi Eta Communication Honors, Dean's Scholar finalist, Alpha Sigma Nu Honor Society, Fulbright study grant nominee

## EXPERIENCE

**Design Manager** | Obama for America, Chicago, IL - *June 2008-November 2008*

- Managed visual design and development of web and print materials for presidential campaign. Included official campaign website and microsites, web/email-based fundraising campaigns, state and constituency literature, large-scale signage and event materials, and special projects
- Participated in new media strategy sessions and represented design interests to ensure a consistent visual message across all media for campaign outreach and events
- Supervised team of 12 designers/developers; managed project intake and deliverables

**Web Designer** | Big Communications, Ferndale, MI - *September 2007-June 2008*

- Led web design and development efforts for Big Communications clients and internal projects. Includes deliverables such as HTML emails, microsites, full websites, and web-based applications
- Consulted with clients and company staff on web and digital strategy
- Devised departmental processes and policies and contribute to innovation efforts
- Worked cooperatively with other departments to appropriately schedule and budget web-based projects

**Web Manager** | National Gallery of Art, WDC - *April 2007-September 2007*

- Managed web team and oversaw web initiatives and daily maintenance of Gallery websites
- Led the redesign process for the Gallery's main website, scheduled to launch in 2009
- Served as mentor to staff designers to ensure a superior online presence for major exhibitions such as Foto: Modernity in Central Europe, Edward Hopper, and J.M.W Turner
- Coordinated and managed working relationships with Gallery departments to gather requirements, outline specifications, and establish project schedules and deadlines

**Lead Designer** | Blue State Digital, WDC - *November 2006-April 2007*

- Designed and/or art directed websites, microsites, HTML emails, banner/blog ads for Blue State Digital clients including Al Franken for Senate, Ted Kennedy, Global Action for Children, and the Global AIDS Alliance
- Developed CSS-based skins, icons, and graphics for the user interface of the Blue State Digital tool suite. Such tools include personal profiles, groups, events, community blogs, fundraising, and contributions
- Worked with contracted designers and production artists to gather project requirements, craft project timelines, and develop quality, message-focused, well-branded solutions

**Lead Designer** | Democratic National Committee, WDC - *August 2005-November 2006*

- Directed the online visual presence for the Democratic Party. Led efforts amongst internal departments and state parties to develop a consistent look and feel across all media channels for national campaigns
- Collaborated with Internet team to develop online strategy and web-based features to further DNC initiatives including Partybuilder, 100actions.com, Democracy Bonds
- Designed visual and multimedia elements such as images, banners, buttons, infographics, blog ads, slideshows, video/audio players, Flash presentations, email templates

**Web Design Specialist** | Office of the Clerk, U.S. House of Representatives, WDC  
*October 2001-August 2005*

- Supervised web team in the redesign process from project initiation through post-launch analysis. Determined project requirements, scope, resources, timelines, launch and maintenance schedules
- Managed all Office of the Clerk websites. Provided direction in user behavior studies, information architecture, front-end design, database-driven components, quality assurance measures, Section 508 compliance
- Served as lead designer for all print and web publications including the National Statuary Hall Collection and House Chamber visitor guides, 9/11 Commemorative Joint Meeting of Congress program, Reagan State Funeral program