

JENNIFER FROST
ART DIRECTION + DESIGN
65-74 Saunders St Apt 1E
Rego Park, NY 11374
347.284.8254
jen@frostbytedesign.com
www.frostbytedesign.com

CAREER OBJECTIVE

Interactive Art Director looking for challenging opportunities where a fresh perspective and new ideas can make a difference. A hard worker by nature, I welcome the chance to be a positive force for change in an organization that promotes advancement. Most importantly, I'd like to work with good people who are excited, committed and having fun doing what they love.

QUALIFICATIONS SUMMARY

- 10+ years working in fast-paced environments developing and/or managing artistic direction for interactive designs.
- In-depth experience in interaction designs and creating user-friendly environments for commercial and retail e-commerce Web sites.
- Experience creating and redesigning Web sites that please the eye as well as incorporate best practices. [Knowledgeable in information architecture, usability, a/b and multi-variate testing and search engine optimization.]

SELECTED PROFESSIONAL EXPERIENCE

Art Director

Register.com :: May 2001 - May 2007

At Register.com I was responsible for developing the look and feel of the Web site and for improving the Web site's conversion metrics. I incorporated sound information architecture principles into my designs and translated consumer insights into compelling, tangible user experiences through usability testing.

Key Results + Accomplishments

- Defender and keeper of the brand standards; having created and maintained the brand style guide.
- Transformed Register.com from a technically oriented site to a customer friendly site by providing customer centric design and visual direction.
- Hired and managed designers, flash consultants and a pool of freelance designers.
- Established a barebones but highly effective live usability testing in-house, which provided quick and easy site changes that increased conversion.
- The redesigned Register.com Web site helped increase the Average Order Value \$10 per person. [a 20% increase over previous designs]

Art Director

Afternic.com :: Aug. 1999 - Sept. 2002

Conceptualize, execute, and oversaw all web/print graphics, animation, banner ads, and graphic identity since the company's inception, during Register.com's ownership and until Register.com sold the company in 2002.

Key Results + Accomplishments

- Created and maintained the brand identity.
- Helped achieve the primary objective, which was to develop a leading secondary domain name provider to be purchased by a larger Registrar, [namely Register.com in September 2000].

Art Director

Frostbytedesign :: July 97 - Present

Owning my own design business has taught me how to run all aspects of a small design studio, including budgets, timelines, project management, working with clients and collaborating with other interactive professionals. Over the years I've produced work for Ziff Davis [PC Magazine, Baseline, CIOinsight, Eweek and Extreme], The National Audubon Society, Richie Rich, Grid Apps, Chapdelaine Institutional Equities, Purseket, Mavi Jeans and OCMP online.

Key Results + Accomplishments

- Knowledgeable of the business management side.
- High comfort level with the entire process of creating Web sites from inception to completion.

EDUCATION

Bachelor of Fine Arts :: School of Visual Arts :: Graphic Design :: 1997
Continuing Education :: American Management Association :: Making the Transition to Management :: 2006
Continuing Education :: School of Visual Arts :: Print Production :: 2004
Continuing Education :: Noble Desktop :: Flash Training :: 2004
Continuing Education :: School of Visual Arts :: Basic Photography :: 2002

SKILLS

Macintosh/PC :: Adobe: Illustrator, Photoshop, InDesign, + ImageReady :: Macromedia: Flash + Dreamweaver
:: Microsoft: Word, Excel + Powerpoint :: HTML + CSS :: Information architecture :: Usability :: A/B + Multi-Variate Testing :: Search Engine Optimization :: Project Management