

JENNIFER SALINAS

5522 Enchanted Draw • San Antonio, TX 78251 210.446.8427 Jennreq@gmail.com jennscreativdesign.com

ONLINE PORTFOLIO

VISIT
JENNSCREATIVEDESIGN.COM



WORK EXPERIENCE

HARLAND CLARKE (VERICAST) GRAPHICS SPECIALIST (2015 - CURRENT)

- I provide graphics support for Financial Institutes (Wells Fargo/BOA), Small Business and Intuit clients. Utilizing graphic applications including Illustrator, Photoshop, InDesign and other Adobe Creative Cloud applications to prepare production art such as setup of logos, personalization, and client branding on checks, deposits, stamps, messaging and other financial marketing products.
- I assist in preparing images for web applications for Harland Clarke's websites. I refined the process and created templates to support the new marketing messaging project. I also provide quality products, service and support to clients, customers and Harland Clarke stakeholders through continuous process improvement in other daily tasks.
- I'm a lead in creating a new process for our dept. to follow for a new ChecksCX platform, creating Illustrator templates/training videos.
- I'm also am the SME/SITE ADMIN for the Operations department for Harland Clarke's internal employee website. I'm a member of the Harland Clarke Employee Engagement Team helping with graphics and planning of company wide volunteer initiatives and events. Also was a member of the Employee Recognition Team, helping plan/setup and create invites/graphics for our departments quarterly events.



Nominated twice for Quarterly Core Values Award 2017 & 2018

WEBHEAD PART TIME CONTRACTOR/GRAPHIC DESIGNER (2020 - 2020)

- Designed multi-language social media ads and banners for Workforce Solutions Alamo to promote COVID relief jobs and virtual information sessions. Also created Banner Ads to promote Women's Entrepreneurship Bootcamps.
- Worked on logo designs for Workforce Solutions new Jobs Kiosk as well as logo designs for Latina Alliance.
- Web Assistance with new Wordpress Site for Workforce Solutions Alamo. www.workforcesolutionsalamo.org
- Created marketing ads and info graphics to promote 2020 Elections for Bexar County Proposal. Also created Webhead social media graphics.

H-E-B CORPORATE OFFICES IMAGING SPECIALIST (2012 - 2015)

- I designed a variety of conference support materials. Such materials included programs and posters for H-E-B's Annual Finance and Accounting Conferences, digital video editing and graphics for Imaging Services department training video, support materials for other various projects, and assisted in an e-training design for H-E-B's Manufacturing Warehouse Transportation department.
- Also handled/Imported legal documents and data transactions to a digital database for access to end users, also monitored for quality control for accurate data entry into our digital database.

H-E-B CORPORATE OFFICES ONLINE DESIGNER | DIGITAL MARKETING (2013 - 2013)

- I've designed for various digital channels, such as email, web, and mobile.
- Was responsible for promotional graphics, mockups, marketing approvals, project task coordination with copy editors, advertising managers, and web designers/developers.
- I designed web banner ads, weekly email promotions and created digital graphics for social media campaigns to engage customers.
- Was responsible for providing updates to H-E-B's grocery website supporting all web based image display changes while coordinating with print campaigns.
- I also updated images for new items/products on our website and updated our recipe web pages.
- Collaborated with other designers and had various creative meetings to discuss ideas for our new mobile app.
- I worked with our advertising team to optimize the best digital approach, while staying consistent with campaign/branding. I also collaborated with Marketing leadership, web designers/developers, and other advertising team members to ensure marketing content was accurate, cohesive and ranked well with customer interaction to improve open/click rates to optimize digital content.

FREELANCE/CONTRACT GRAPHIC DESIGNER (2011 - ONGOING)

- I've worked extensively with Adobe Creative Cloud to create logos, event posters, print collateral, stationery, promotional, and web graphics.
- I also worked on site maps, wireframes, graphic design (both print & digital), mockups, HTML/CSS, content management, client approvals and Wordpress sites. Including communication with clients and initial client consultations.
- During this time I had the privilege of working with several small businesses such as Balanced Site Design, Parties, Picnics, & Promotions, Elite Beverage Promotions, Lithium Wave Media, City Church (formerly BRCC), Maria Gomez Makeup as well as other non-profits and individual clients.



EDUCATION

University of the Incarnate Word
School of Media & Design
Bachelor of Fine Arts | Graphic Design
(2007 - 2011)



SKILLS

GRAPHICS & WEB DESIGN:

Email Marketing Design	<div style="width: 90%;"></div>
Social Media Design	<div style="width: 85%;"></div>
Branding/Identity Design	<div style="width: 95%;"></div>
Promotional Design	<div style="width: 90%;"></div>
Info Graphic Design	<div style="width: 80%;"></div>
Promo Banner Ads	<div style="width: 95%;"></div>
Responsive Design	<div style="width: 70%;"></div>
Fluid Design	<div style="width: 60%;"></div>
Fixed Design	<div style="width: 85%;"></div>

WEB KNOWLEDGE:

HTML	<div style="width: 80%;"></div>
CSS	<div style="width: 75%;"></div>
Knowledge of UX/UI	<div style="width: 85%;"></div>
Knowledge of JavaScript	<div style="width: 60%;"></div>

CONTENT MANAGEMENT SYSTEMS:

WordPress	<div style="width: 90%;"></div>
-----------	---------------------------------

SOFTWARE:

Adobe Photoshop	<div style="width: 95%;"></div>
Adobe Illustrator	<div style="width: 90%;"></div>
Adobe InDesign	<div style="width: 85%;"></div>
Adobe Dreamweaver	<div style="width: 70%;"></div>
Adobe Premiere	<div style="width: 80%;"></div>
Adobe XD	<div style="width: 65%;"></div>
Adobe After Effects	<div style="width: 55%;"></div>
Adobe Captivate	<div style="width: 45%;"></div>
Sketch	<div style="width: 50%;"></div>
SharePoint	<div style="width: 75%;"></div>
MS PowerPoint	<div style="width: 90%;"></div>
MS Excel	<div style="width: 85%;"></div>
MS Word	<div style="width: 95%;"></div>



REFERENCES

JOHN WALLACE | Director System Specification

HARLAND CLARKE

"Jennifer continues to perform at a high level. She has superior technical skills and handles some of the more difficult tasks."

PAUL ALANIS | Sr. Online Designer

H-E-B ADVERTISING

"Jennifer is creative and has a good understanding of the web and design principles."

LUIS GALLO | Online Graphic Designer

H-E-B ADVERTISING

"She is very meticulous, organized and has a great eye for design."

Additional references available.



To whom it may concern,

I highly recommend Jennifer Requejo as a candidate for employment. Jennifer worked as a temp Online Graphic Designer for the H-E-B Digital Marketing Dept from June – Sept 2013. Jennifer was responsible for designing emails (promotional and newsletter), online banner ads, logo for H-E-B Careers, and various design updates for the H-E-B website.

Jennifer is creative and has a good understanding of the web and design principles. In addition, she is extremely organized, reliable and efficient on the MAC along with the Adobe suite of products. Jennifer can work independently and is flexible and willing to work on any project that is assigned to her.

Jennifer would be a tremendous asset for your company and has my recommendation. If you have any further questions with regard to her background or qualifications, please do not hesitate to call me.

Paul Alanis

Sr. Online Designer, H-E-B Advertising
210-938-8937



To whom this may concern,

I had the pleasure of working with Jennifer Requejo for about 4 months. She came on board to assist our team with everyday website updates as well as other design needs temporarily while we were very busy.

Jennifer is a quick learner. She takes direction and criticism very well. During her time here, she received compliments from other departments that had seen her work. She possess a can do attitude and will stop at nothing to get the job done. She is very meticulous, organized and has a great eye for design. She would be a great addition to any team.

Luis Gallo
Online Graphic Designer – H-E-B



Robert Valdez
3483 Fredericksburg Rd., Suite 2
San Antonio, TX 78201

To Whom it May Concern,

I would like to recommend Jennifer Requejo as a candidate for a position with your department. In her position with Finance/Accounting, Jennifer has utilized her creative design skills to create a highly visible project logo and various materials used in our recent 2012 Finance/ Accounting meeting. The meeting materials consisted of brochures, display posters, and an invitation that played a vital role in the meeting's success.

Jennifer has always showed a willingness to offer her assistance as well as diligence in meeting project deadlines. She would prove an asset to any department seeking a creative and skilled individual familiar with Adobe Design Suite, including Photoshop, InDesign, Illustrator, and Flash.

Sincerely,

Robert Valdez
H-E-B Systems Analyst, Finance/Accounting



I have had the privilege of supervising Jennifer Requejo on several critical projects in the past two years. These graphic/communication projects required strong organization skills, creative thinking, the ability to work within a team environment, and the ability to meet aggressive deadlines. In every instance, Jennifer's performance exceeded expectations.

Jennifer demonstrated advanced skills with an expert level understanding of graphic design training in both the MAC environment and PC based Microsoft applications. She developed visually compelling & creative communications while demonstrating a high level of collaboration with stakeholders. In addition, Jennifer was able to improve existing documents. She has a highly creative vision that enables her to produce media that delivers a "wow" impact.

I recommend Jennifer for any position that will utilize her talents, artistic ideas, and emerging personal direction. Her work has been an asset to our organization and she will be an exceptional resource for any team.

Please contact me if I can provide additional information.

Pamela O'Connor

Assistant Controller
Finance/Accounting
(210) 938-4744