

# JAY LARSON

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612 // 269 // 5618 4 CHICKADEE LANE NORTH OAKS // MN  
ART DIRECTION & DESIGN JAY@JAYLARSONDESIGN.com www.JAYLARSONDESIGN.com

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## EXPERIENCE

### GROCERY SHOPPING NETWORK

// Designer  
// 2010-2011 // Flash  
// HTML // CSS

### CLIENTS

// Coke // Duncan Hines  
// Foster Farms // Pepperidge Farm  
// Sargentos // Vlasic

Designed Flash banners, HTML landing-pages for billable and internal clients. Made prototypes, created and published content for mobile, designed posters, placemats, and other supplementary printed materials.

### INDEPENDENT CONTRACTOR

// Graphic Designer  
// 2006-Present  
// Brochures // Catalogs  
// Direct Mail // Posters  
// Newsletters // Invitations

### CLIENTS

// Fairview // Medtronic  
// Meals on Wheels // Thrivent Financial  
// Northern Tool + Equipment  
// University of Minnesota

// Designed interactive & print elements according to clients' brands standards // Directed photoshoots  
// Approved proofs // Prepped files for print  
// Set type

### OLSON

// Freelance Production Artist  
// 2008-2009  
// Motion Graphics // Ads (web/print)  
// Brochures // Photography  
// Sell sheets // Presentations

### CLIENTS

// Nike Bauer // General Mills  
// Thomson Reuters // Phillips Vodka  
// Marvin // Target  
// Memorex // TDK  
// Imation // Fifth Third Bancorp

// Developed interactive components for websites and promotions // Captured web sites into video narratives for clients and internal presentations.  
// Created presentations // Group, portrait, product, and press-kit photos  
// Migrated content to new templates

### ONPOINT LASERS

// Operations Assistant // 2005-2006  
// Web Designer // HTML // CSS

Designed and developed e-commerce web site from the ground-up utilizing HTML & CSS. Used content management platforms (Zencart and Yahoo Merchant Services) and integrated them with existing back-end systems and databases.

### UNIVERSITY OF IOWA MUSEUM OF NATURAL HISTORY

// Web Designer // 2001-2003  
// HTML // CSS // Javascript

// Designed and developed web site using HTML, CSS, & Javascript

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## VOLUNTEER EXPERIENCE

### AIGA MINNESOTA

// Cocktails with Creatives: Associate Director  
// Emerging Designers: Web Subcommittee Chair  
// Member since 2007

// Updated web site using CMS // Planned & organized networking events, HTML  
// Created interactive & print materials // Managed \$2400+ annual budget

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## FREELANCE EXPERIENCE

### METRO MEALS ON WHEELS

// Graphic Designer

// 2009-2010

// Designed a logos to be used for  
a variety of events

// Created ecards, postcards,  
posters, & t-shirts

### TRESENTIALS

// Designer

// 2009

// Powerpoint

Created a vector map of the United States and its containing Powertpoint deck

### NORMANDE GENETICS

// Web Designer

// 2007-2009

// [www.normandegenetics.com](http://www.normandegenetics.com)

// HTML

// CSS

Designed and developed web site utilizing HTML & CSS following industry best practices to ensure visual and functional consistency across browser and OS systems.

### THE MEDITATION CENTER

// Graphic Designer

// 1998-2005

// [www.themeditationcenter.org](http://www.themeditationcenter.org)

// HTML

// CSS

// Direct mail

// Brochures

Designed and developed web site using HTML and CSS. Designed quarterly catalogs, brochures, flyers, mailers, and postcards. Managed print vendors. Converted audio tapes to digital format.

### INQUIRE WITHIN BOOKS & GIFTS

// Graphic Designer

// 2005

// Identity

// Ads

Designed logo, identity system, and print-ready advertisements for local newspapers.

### INDEPENDENT MEDICAL SERVICES (IMS)

// Graphic Designer

// 1998

// Logo

// Identity System

Designed brand for fledgling medical services company.

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## EDUCATION

### UNIVERSITY OF IOWA

// 2004

// BA: English

### BROWN INSTITUTE

// 1998

// AAS: Visual Communications

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## SKILLS

/ HTML / CSS / FLASH / Adobe CS4 / Javascript / Xcode / Eclipse / Quark / iWork  
/ Office / Typography / Conceptual Design / Photography / Composition