

JAY LARSON

// // //
612 // 839 // 6929 4 CHICKADEE LANE NORTH OAKS // MN
ART DIRECTION & DESIGN JAY@JAYLARSONDESIGN.com www.JAYLARSONDESIGN.com

EXPERIENCE

OLSON

// Freelance Production Artist
// 2008-2009
// Motion Graphics // Ads
// Brochures // Photography
// Sell sheets // Presentations

// Developed interactive components for websites and promotions.
// Created presentations.
// Migrated content to new templates.

CLIENTS

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

// Captured web sites into video narratives for clients and internal presentations.
// Group, portrait, product, and press-kit photos.

CREATIS

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

CLIENTS

// Medtronic // Thrivent Financial
// Meals on Wheels // Trend Enterprises
// Northern Tool + Equipment

Designed print and presentations according to clients' brand standards. Set type. Converted Quark files to InDesign. Populated content. Finalized files for delivery to clients for approval and vendors for execution.

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 & Javascript.

QUIK PAGES

// Senior Web Designer // 1998-1999
// HTML

Designed 20+ web sites daily.

VOLUNTEER EXPERIENCE

AIGA MINNESOTA EMERGING DESIGNERS

// Web Subcommittee Chair // 2009 // AIGA member since 2007.

Updated and maintained web site using content management system, and inline HTML.

JAY LARSON

//
612 // 839 // 6929
ART DIRECTION & DESIGN

//
4 CHICKADEE LANE
JAY@JAYLARSONDESIGN.com

//
NORTH OAKS // MN
www.JAYLARSONDESIGN.com

FREELANCE EXPERIENCE

METRO MEALS ON WHEELS

// Graphic Designer
// 2009 // Logo // Postcard // Poster

Designed a logo to be used for their annual golf tournament. Created a postcard and poster.

NORMANDE GENETICS

// Web Designer // www.normandegenetics.com
// 2007-2009 // HTML // CSS

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

THE MEDITATION CENTER.

// Graphic Designer // www.themeditationcenter.org
// 1998-2005 // 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. Created separated artwork for print

EDUCATION

UNIVERSITY OF IOWA / 2004 / BA: English

BROWN INSTITUTE / 1998 / AAS: Visual Communications

SKILLS

/ HTML / CSS / Adobe CS4 / Javascript / Typography / Conceptual Design
/ Photography / Layout / Quark / Keynote / Office