

# Wendy Simko Jones

35 Oronoque Rd, Milford, CT 06460 | (203) 876-5093 h | (203) 668-1123 c | [wendy@wsjonesdesign.com](mailto:wendy@wsjonesdesign.com) | [www.wsjonesdesign.com](http://www.wsjonesdesign.com)

## Creative Design & Art Direction • Strategic Marketing • Marketing Communications Media Planning • Product & Service Promotion • Event Planning Budget Development & Management • Program Management • Team Building & Leadership

13 years design experience, demonstrated ability to lead creative development from concept to market, on time and on budget. Strong creative, collaborative and communication skills and highly organized with attention to detail. Results-oriented leader who can take charge of a team or work independently in a fast-paced, global environment.

### APPLICATIONS

Macintosh Platform  
PC Platform  
Quark XPress  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

Adobe ImageReady  
Adobe Streamline  
Dreamweaver MX  
Fireworks  
Frontpage  
Adobe Acrobat Distiller

Word Processing Applications  
Print & Web Design  
Banner Advertising  
Direct-Mail  
Comps, Paste-Ups and Mechanicals  
Basic Digital Photography

### PROFESSIONAL EXPERIENCE:

#### **Wendy S. Jones Design, Milford, Connecticut**

**2006-present**

Freelance design and art direction serving local and national clients – [www.wsjonesdesign.com](http://www.wsjonesdesign.com)

- THE SPACECONNECTION, Norwalk, Connecticut - Design of 2006 holiday greeting card, corporate website ([www.thespaceconnection.com](http://www.thespaceconnection.com)) and intranet, and design of 2007 marketing materials
- EURO-WORLD NETWORKS, Fredericksburg, Virginia – Design of 2007 marketing brochure, slick sheets and multiple websites (including: [www.euro-worldnetwork.com](http://www.euro-worldnetwork.com), <http://www.bvn-america.com/>, <http://www.croatiantv-america.com>, <http://www.hungariantv-america.com>)
- MBI, INC. (The Danbury Mint), Norwalk, Connecticut – Development of N.Y Giants Jeremy Shockey Figure, Pug Wall Plaque, Santa's Holiday Greeting Sculpture, Scent of Autumn Deer Sculpture, Shirley Temple Sculpture, Holy Family Music Box and Autumn Flush Sculpture mailers
- ADVANCED HOME AUDIO, Shelton, CT – Design of marketing folder, business cards, slick sheets and van graphics
- THORACIC PARK ALTERNATIVE HEALTH, Prospect, CT – Design and maintenance of websites ([www.mythoracicpark.com](http://www.mythoracicpark.com), [www.hands-on-medicine.com](http://www.hands-on-medicine.com))
- BABYZILLA CHILDRENS CLOTHING, Wallingford, CT– Company branding
- KHALDA LOGAN MEMORIAL FOUNDATION, Danbury, Connecticut - Design of various promotional materials and website ([www.khalda-logan.org](http://www.khalda-logan.org))
- ADDED COMFORT HEATING & AIR CONDITIONING, Oxford, Connecticut – Company branding
- DOCUMENT VIDEO SERVICES, INC., Higganum, CT – Expedition New England DVD Package Design

#### **PanAmSat Corporation, Worldwide Headquarters, Wilton, Connecticut**

**2005-2006**

\$6 Billion global leader in satellite communication services owns and operates 25 geosynchronous satellites with facilities on five continents. *Purchased in 7/06 by Intelsat Corporation.*

#### **Senior Art Director, Global Marketing (2005-2006)**

- Direct the graphic design team, overseeing all design and print production projects, developing creative briefs, production timelines, trafficking of material, team meetings and managing direct reports
- Concepted, designed and produced various marketing collateral, sales promotional and direct-mail materials
- Managed all print and online advertising, media schedules, securing ad buys and processing insertion orders
- Developed booth graphics for national and international trade shows and events
- Designed and maintained company website using advanced web design and layout techniques
- Established and maintained standard guidelines for usage of all PanAmSat logo and brand marketing

#### **SELECTED KEY HIGHLIGHTS:**

- Improved customer awareness of PanAmSat's premier Disaster Recovery Services by developing and placing advertising in high-profile national publications including USA Today and The Wall Street Journal
- Lead North American HDTV marketing campaign setting PanAmSat as number one in the market
- Design lead on PanAmSat's events including annual global customer conference Spotlight-2006, noted by customers as top industry conference
- Implemented graphic software and equipment standardization, enhancing design levels while also dramatically cutting costs nearly 75% on outsourcing

**Sprowl Communications, Fairfield, Connecticut**

**1990-2005**

Small advertising agency and graphic design firm with diverse experience in consumer, trade, industrial/medical, retail, and political advertising and promotion.

**Art Director (2002 – 2005)**

- Creation and development of print, direct-mail, trade show, POP and electronic designs for a diverse clientele including Playtex Products, Colt Firearms, The Savings Bank of Danbury, The Discovery Museum, Prudential Realty and The University of Bridgeport
- Directed and oversaw projects within the creative team
- Supported account managers in tending to client needs, maintaining project budgets and developing annual media plans
- Secured and worked with established network of vendors to ensure each project was produced to standard, on time, and within budget

**SELECTED KEY HIGHLIGHTS:**

- Successfully strategized and developed new public image for the University of Bridgeport, strengthening the credibility of the school
- Design lead on multiple successful direct-mail campaigns for The Savings Bank of Danbury, reintroducing the small-town bank and ultimately increasing new customer enrollment
- Universalized print and online materials for throughout Prudential Connecticut Realty's state-wide offices, creating improved consumer brand recognition and increased contacts

**Graphic Designer (1994 – 2002)**

- Responsible for concept development and the creation of print and electronic designs
- Clientele included The Thomas Register, Outland Engineering, O.F. Mossberg & Sons and The Pequot Library

**Office and Traffic Manager (1990 – 1994)**

- Assisted in daily duties, including server file archiving, client invoicing, staff management, and estimates
- Secured and worked with established network of vendors to ensure each project was produced to standard, on time, and within budget

**FREELANCE**

**PLAY THE ASSASSIN RECORDS**, Floral Park, New York 2003 - 2005  
 Website design and maintenance and development of printed materials including CD DigiPak for recording artists "One True Thing"

**DOG FASHION DISCO** (Artemis Recording Artists), Severn, Maryland 2003 - 2005  
 Website design and maintenance and development of printed materials, including CD/DVD packaging for LIVE album and Jagermeister tour poster

**CONNECTICUT SPORTS MAGAZINE**, Fairfield, Connecticut 2003 - 2005  
 Website design and maintenance

**FEOH RECORDS**, Spring Grove, Pennsylvania 2004  
 Website design and maintenance and development of music compilation CD jackets

**RICH BRASSIL DESIGN**, Hamden, Connecticut 1995 - 2006  
 Execution of design projects for various clients including Volvo, Lesley Roy Designs, and Tommy K's Video

**EDUCATION & ACCOMPLISHMENTS**

**SOUTHERN CONNECTICUT STATE UNIVERSITY**, New Haven, Connecticut 1990 - 1994  
 Bachelor of Arts: Studio Art (*Graphic Design Concentration*), Dean's List

**PANAMSAT CORPORATION** 2005 – 2006

- PanAmSat Global University 2005 – Leading Teams and Communication
- Awarded two "On-The-Spot" Awards in recognition of outstanding individual performance one presented by CEO of PanAmSat, one presented by Human Resources
- Presented with 2005 PanAmSat Global Marketing Support Award
- Presented with an Achievement Award for "An Outstanding Example of Graphics Excellence" in the 64th Annual Graphics Art Award Exhibition, presented by the Association of Graphic Communications (AGC)