

experience

Freelance Graphic Designer | 2005–current

I currently design websites, HTML e-mails, online advertising, logos and the occasional print piece for a wide range of clients throughout the US, including but not limited to Johnson & Johnson, Cheri Pearl Photography, Clarisonic, SeaMobile (and through them, most major cruise lines) and The Midway Center for Creative Imagination. I employ my skills as an illustrator and photographer whenever necessary.

To see and learn more about my current work, please visit my portfolio at www.jennastahl.com.

Nordstrom.com | Internet Design Manager | Seattle, Washington | 1999–2005

Designed a top-ranking e-commerce site that consistently exceeded the division's business goals and positioned Nordstrom as a major player in online retail.

Utilizing a strong understanding of usability and technology, collaborated with the product development team and software developers to completely rethink and redesign the navigation, shopping and purchasing experience on Nordstrom.com.

Managed a team of 5 in-house designers, as well as freelance talent.

Our team conceptualized, designed, created and maintained:

- All functional pages such as category pages, product pages, checkout process, account preferences, and search
- Multiple homepages and 37 landing pages updated every 2 weeks
- Custom boutiques and shopping experiences for over 400 brands
- Numerous specialty shops
- Site-wide campaigns for both online and in-store promotions and events
- All informational pages such as customer service, size charts, store locations, FAQ, etc.
- Up to 10 different HTML e-mails each week
- Hundreds of new ads and banners each month
- Graphics for our site within Amazon.com
- Print campaigns, including mailers and magazine ads

Established effective processes within the design team and collaborated with other team leaders to create processes that were crucial to the success of the entire creative department—streamlining workflow and communication between Producers, Photography, Editorial, Product Marketing, Development and Design.

Played a vital part in conceptualizing, pitching, launching, maintaining and promoting BPNordstrom.com.

Designed Nordstrom's corporate intranet.

Created illustrations and other design elements for 'gift with purchase' products.

SimStar | Web & Multimedia Designer | Princeton, New Jersey | 1998–1999

Designed web sites, interactive CD-ROMs and the occasional print piece for pharmaceutical companies such as Bristol-Myers Squibb, Schering-Plough, and Wyeth-Ayerst. Projects ranged from consumer-focused to physician-focused information and training.

Created illustrations for various projects.

Brook Group | Art Director & Designer | Ellicott City, Maryland | 1996–1998

Responsible for the art direction, design and production of web sites, AOL sites and CD-ROMS for a wide range of clients, including but not limited to ABC Sports, Coca-Cola, Intel, Sony and the US Department of Justice.

Designed, produced, and developed the Brook Group's web site—a 1997 Macromedia's People's Choice Award semi-finalist—and established a new brand direction for the company.

Designed the functionality and graphics for the Brook Group's extensive intranet product, which consisted of tools such as the To Do List, Activity Scheduler, Job Management, and many others.

Created illustrations for various projects.

Procter & Gamble | Designer & Production Assistant | Hunt Valley, Maryland | 1995–1996

Designed and produced packaging and merchandising materials for Cover Girl, Max Factor, and a number of fragrances. Duties included art direction and layout, the production of electronic and traditional mechanicals, overseeing high-end photo retouching, and creating instructional illustrations for point-of-purchase materials.

technical capabilities

While I have experience with other software, the majority of my work is done with Photoshop, ImageReady, Illustrator and InDesign.

education

Bachelor of Fine Arts - Visual Communication / Graphic Design
Maryland Institute, College of Art 1996

contact information

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portfolio

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