

JENNIFER ROSS

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EXPERIENCE

Jennifer Ross Design, NEW YORK, NY / FOUNDER / MAY 2009–PRESENT

Digital design services including UX/UI design for web and mobile products, and visual design for web, social media, email and apps. Clients include Maybelline New York, Estée Lauder, People Magazine, the Independent Film Channel, Girl Scouts of the USA, and Shutterstock.

Marzipan Physics, NEW YORK, NY / FOUNDER / April 2014–PRESENT

Artistic practice under the pseudonym Marzipan Physics, including digital media, painting and drawing. Extensive group exhibitions in NYC. Please see marzipanphysics.com for more details.

Maybelline New York, NEW YORK, NY / DIGITAL DESIGNER, CONTRACT / JANUARY 2017 – JUNE 2022

Provided design services for Maybelline New York including digital ads, e-mail design; illustrations, gifs and infographics for social media platforms; creating wireframes, mock-ups and layouts and visual assets for web pages, creating PDFs for new product press releases, and designing materials for marketing events and promotions.

People Magazine, NEW YORK, NY / PRODUCT DESIGNER, CONTRACT / MAY 2013–OCTOBER 2015

Served as UX/UI & visual designer for new and existing PEOPLE digital products for desktop, tablet and mobile. Worked closely with Product and Editorial teams in creating wireframes, mockups and prototypes that met the brands' business and creative goals. Conducted user research in a lab setting to refine and optimize product designs. Created visual design for infographics, banners, icons, and social media graphics to support and promote editorial content.

Condé Nast Publications, NEW YORK, NY / SENIOR DESIGNER / AUGUST 2006–APRIL 2009

As lead designer for Gourmet Magazine's first web site, and for the complete redesign of websites for Allure Magazine, The New Yorker, and Golf Digest, worked with creative directors to translate their brands to the web and was responsible for the look and feel exploration, conceptual and visual development, and final execution of designs. Oversaw daily visual updates and designed new site features and expanded online presence for publications including Teen Vogue, Glamour, Bon Appetit, Gourmet, The New Yorker, and Allure.

AWARDS

- 2014 Media Industry Newsletter Best of Web Awards Winner: Digital Team of the Year (People.com)
- 2008 Media Industry Newsletter Best of Web Awards Winner: Digital Team of the Year (Condé Nast Digital)
- 2007 Society of Publication Designers Gold Medal Award of Excellence for newyorker.com (Best Online Design)
- 2007 Media Industry Newsletter Best of Web Awards Honorable Mention for newyorker.com (Best Redesign)
- 2007 Society of Publication Designers Merit award for golfdigest.com (Best Redesign)

EDUCATION

Yale University, New Haven CT. BA in art with distinction. Concentration in Painting and Graphic Design.

Google UX Design Certificate

TECHNICAL SKILLS

Expertise in Adobe Creative Suite, Figma, Sketch, Zeplin, Blender. Experience using agile & lean methodologies, iterative UX processes, user research & analysis, usability testing, responsive design, and various content & project management platforms. Solid understanding of CSS, HTML, accessibility, web standards & best practices.