jasmine palamara
creative professional

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TOOLS AND APPLICATIONS

Platforms
Mac and PC

Professional Business Applications
Microsoft Office Suite of Applications

HTML/Content Management System
HTML5, CSS/CSS3, SASS, WordPress, Zurb Foundations, Bootstrap

Professional Knowledge
Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign, Adobe XD Google Web Designer, Google Studio, Sublime, Sketch, Affinity Designer and Photo, Zurb Foundations, InVisionApp, Eloqua, Versions, Mockflow

Professional Working Knowledge
Javascript, JQuery, Veeva, Eloqua, Adobe Premiere, Adobe AfterEffects, Adobe Flash, Drupal, Joomla, Autodesk Maya, Combustion, Apple Final Cut Pro, Motion, DVD Studio Pro, Harvest, ZenDesk, Bill4Time, Active Collab

CERTIFICATIONS
Google Studio certified
Veeva certified

EDUCATION
Bachelor of Arts, Interactive Multimedia, Digital Media Concentration (May 2008)
The College of New Jersey, Ewing, NJ

PROFESSIONAL EXPERIENCE

UI/UX Designer and UI Developer (contractor for Janssen Pharmaceuticals), Local Wisdom, Titusville, NJ — Aug 2015–Dec 2020

- Lead the design and development of responsive websites, banner ads, e-newsletters and interactive iPad presentations that deliver brand messaging, product information and disease state awareness to patients and healthcare providers across the US.
- Partner with clients and their cross functional teams (marketing, legal, medical, regulatory, and IT) to understand their vision, provide counsel, and establish project requirements.
- Create wireframes, design concepts and prototypes to route through client's rigorous medical, legal and regulatory review process.
- Collaborate with internal teams on the user experience, design, and development of deliverables ensuring they meet client's timelines and budget.
- Perform functionality, usability, compatibility, and performance testing across multiple devices, platforms, browsers and browser versions ensuring deliverables meet client's quality expectations.
- Develop departmental guidelines and standard operating procedures for coding to ensure consistency and efficiency across development teams and freelancers.
- Worked on multiple product launches successfully executing tactics within extremely tight timelines.
- Lead the design and development of the departments re-branding. Materials included responsive website, business cards and presentation templates.
- Collaborate with IT to assure data from forms are being captured within Eloqua.
- Help maintain code quality, organization and versioning.

Web/Graphic Designer, Points Group LLC, Morristown, NJ — Nov 2010–Jul 2015

- Execute website development from design conception to wire frames to site creation to site maintenance. Develop and create designs for both web and mobile. Ensure designs are search engine optimized.
- Manage teams for creative projects, including overseas development team. Manage all communications between clients and vendors. Work directly with vendors on projects.
- Create online marketing pieces, including banners, ads, and email newsletters layouts. Create signage, including door signs, directional signs, and architectural signs.
- Train staff, including marketing team, project managers, and SEO managers, on use of Constant Contact, WordPress, and Drupal.
- Mentor junior design colleague in web design, HTML, and CSS.
- Build websites using WordPress. Redesign and manipulate existing templates on current WordPress sites.
- Direct storyboarding and time coding for video for emerging not-for-profit.
- Advise CEO on new technologies, as they affect the Creative Department, such as responsive design.

Jr Web/Graphic Designer, Points Group LLC, Somerset, NJ — Mar 2009–Nov 2010

- Designed marketing materials, interface designs, web development materials, and advertisements for online marketing.
- Created stationery items and advertisements for print marketing.