



# JESS PALMER

creative director / interactive designer

Seasoned creative thinker with 12 years of experience successfully leading and executing interactive programs. Specific areas of expertise include: creative leadership, interactive sites and media campaigns, branding, and user interface design.

## PlanitCreate / *Principal, Creative Director*

2001 – present

Independent designer and business owner focused on delivering interactive and graphic design solutions, creative strategy, and branding for new and emerging media. Develop and maintain new and existing business relationships with clients, vendors, and freelance artists.

## imc<sup>2</sup> / *Associate Creative Director, Design*

2007 – 2009

Managed design of websites, flash interfaces, and media campaigns for major consumer brands. Collaborated with and led creative team of designers, IAs, copywriters, and developers on several major site re-designs such as [www.SharpUSA.com](http://www.SharpUSA.com), [www.Playskool.com](http://www.Playskool.com) and [www.BarillaUS.com](http://www.BarillaUS.com). Participated in client presentations and new business pitches in support or absence of Creative Director.

## NBC Universal, Digital Studios / *Lead Web Designer*

2005 – 2007

Provided hands-on art direction of interactive broadband initiatives, major online events, original web series, video/motion graphics, and photoshoots for internal and external clients such as: iVillage, NBCTV Stations Divisions, and Target.

## i-Deal, LLC / *Sr. UI Designer*

2002 – 2005

Responsible for the front-end design of complex web-based transactional interfaces, customer facing login sites, and custom branding initiatives for major financial firms including; Wachovia, Merrill Lynch and Goldman Sachs. Illustrated and produced graphics, icons, and HTML prototypes.

## C-bridge Internet Solutions / *Web Designer*

2000 – 2001

Creative consultant responsible for conceptualization and design of B2B websites, intranets, extranets, and web applications for clients like Leslie Fay, Estée Lauder, and Frost Bank. Assisted in the re-branding of c-bridge and [www.c-bridge.com](http://www.c-bridge.com).

## Wildlife Conservation Society / *Graphics Coordinator*

1998 – 2000

Designed page layouts, cover wraps, special maps and graphics, and inserts for **Wildlife Conservation Magazine**. Produced quarterly visitor guides, newsletters, membership bulletins and other print publications.

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## Education

**B.F.A., Communication Design**

SUNY Buffalo / 1994 – 1998

## Computer Skills

Adobe Creative Suite

Expert

Dreamweaver, Flash

Good working knowledge with basic understanding of actionscript

Wordpress, HTML, CSS

Excellent working knowledge including hand-coding

## Awards

2010 IAC Award

[www.playskool.com](http://www.playskool.com)

2008 Horizon Interactive Award

[www.exilim.casio.com](http://www.exilim.casio.com)

2003 Golden Web Award

[www.nordictherapyspa.com](http://www.nordictherapyspa.com)

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## Commendations

“...an exceptionally talented interactive thinker, designer and innovator...”

“...an inspiring leader who brings true artistry and intelligence to her work...”

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