

Merideth Tennant

SR. GRAPHIC DESIGNER / ART DIRECTOR

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WHO I AM

I'm a designer who's into other things. I love old stuff and new stuff and the design that can be evolved by considering the two. I work with the computer. I work with my hands. I have terrible taste in music but make great fried chicken.

WHAT I DO

Design. Build. Imagine. Create. Collaborate. Innovate. Direct. Work where creative thinking, concepting, developing, producing and communicating are valued, encouraged and rewarded. Oh, and I make lists with commas.

PROFESSIONAL EXPERIENCE

FREELANCE DESIGN & ART DIRECTION – Various 2001 - present

As **Principal/Creative Director/Graphic Designer** developed various collateral pieces including websites, brochures, letterhead, logos and the usual cast of characters for a variety of businesses including Wal-Mart, Blue Shield, ADP, United Airlines, Brother International, Ketera, Tokoni, Visa, Marriott, Radisson Hotels, St. Jude Childrens' Research Hospital, Hampton Inns, Malco Theater Group, IQ Labs, Disney, Gambit Films, 1-800-Flowers, PlanetRx and a host of small and start-up businesses.

WAL-MART (Walmart.com) – Ecommerce (online retail) April 2004 - July 2007 (3 year freelance contract)

As a **designer** then **Art Director** for Walmart.com, worked doing hands-on out-bound marketing and site design. Was made Art Director of a new supplier media program specializing in co-branding projects that worked to merge the in-store with the online experience. The program used themed or seasonal campaigns to promote specific Wal-Mart store brands to the online customer. The program was responsible for adding over \$14mm per year directly to Wal-Mart's bottom line.

ACEVA TECHNOLOGIES – Enterprise Software Development May 2000 - Sept 2001

As **Creative Director**, designed, created, and delivered all internally- and externally-facing marcom pieces including corporate logo, marketing briefs, tradeshow booths and presentation templates; oversaw and guided the development of all visual communication pieces including html client demos, functional demos, press kits, presentation pieces, direct mail campaigns, websites, intranets and corporate collateral; served as client-side creative director and liaison between in-house marketing team and vendors, agencies, and design shops during creation and development of large-scale creative marketing projects; designed, created, and delivered all visual pieces of the user experience for Aceva's Enterprise class application demos; worked with Product Development and Engineering teams to explore user experience and thereby create an optimal interface for our Enterprise class software products; developed multiple test-case interfaces for the purpose of refining and perfecting user experience.

CYBERGOLD, INC – Internet Marketing & Development/Internet Payment Systems May 1999 - May 2000

As **Art Director** then **Director of Design Group**, developed and/or directed the visual creative of Cybergold's consumer interface, its shopping application, its corporate site, its supporting vendor pages, and its correlative marcom pieces; worked, consulted, and collaborated with members of other departments, as well as third-party vendors and agencies, to develop online and printed marcom pieces and collateral and to refine and expand application functionality and interface success; was instrumental in the creation and publishing of application development procedures and streamlined production processes; managed a strong design team that worked to develop innovative sites, subsites, and collateral for Cybergold and its affiliates.

THE MCGRAW-HILL COMPANIES – Publishing September 1994 - January 1999

As **Senior Designer**, then **Design Supervisor**, then **Art Director**, managed a 6-person team that completely redesigned and usability-tested the multimillion dollar national assessment product; significantly influenced the layout and design of the entire publication line and its progeny lines, and redefined the company's approach to incorporating graphics and visual stimulation in a testing environment. Led a 7-person crew in the conceptualizing and production of books for the national assessment product, *TerraNova*. Designed and produced supporting consumer pieces, guides, technical manuals, and marcom pieces.

EDUCATION

Principia College B.A. in English with Honors
Emphasis in creative writing

DESIGN EXPERTISE

Adobe Illustrator | Adobe Photoshop | Adobe Dreamweaver | Adobe InDesign | Adobe Acrobat | Macintosh OS | Windows OS | Visio | MS Word | MS Powerpoint | Various software packages and plug-ins