

# Erin K. Jones

SR. WEB DESIGNER

Las Vegas, NV

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8453256947 mobile

I'm located in Las Vegas, NV where i'm the lead email designer for Zappos.com. I started out doing print design, but quickly moved over to the web world. From a time to time, both at work and side projects, I break out my print skills. My current passion includes designing emails, wireframes, webpage layouts, web banners, and anything that revolves around web design.

When i'm not designing or being creative, you can find me sipping tea, eating sushi, scrapbooking, and going hiking!

## Experience

Sr. Web Designer  
**Zappos.com**

Henderson, NV  
Jul 2008 - Present

- Jr. Web Designer from July 2008 - January 2009  
*Web/Graphic designer from January 2009 - April 2010*  
Visual Designer April 2010 - November 2011  
\* Sr. Web Designer November 2011 - Present
- Create Zappos.com email campaigns each week grossing up to \$1,000,000.00
- Create different wireframes for each email created
- Attend meetings with different departments to brainstorm weekly email campaigns
- Work on spreads for the iPad Magazine
- Created CEO Tony Hsieh's twitter background design of his page
- Design sets of weekly promotional/hero messaging creative for the website
- Interpret and progress the website's style guide
- Website skinning consistent with the website's style guide
- Work hand in hand with User Experience team to aid in the usability of the site

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Graphic Designer

## ITT / Advanced Engineering & Sciences / Cyber Assurance Division

Utica, NY

Mar 2008 - Jul 2008

- Created trade show posters sizing from 34"x34" - 40"x40"
- Magazine cover and layout design for a monthly publication entitled "SoftwareTech News"
- Created brochure designs for hand outs at trade shows and conferences
- Made updates to old Microsoft PowerPoint Presentations
- Logo removal from old screen shots to replace with updated logos

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Graphic Designer

## Decorative Product Source

Goshen, NY

Apr 2006 - Mar 2008

- Magazine Ad layout appearances: Better Homes and Garden, Home Magazine, and Old House Journal
- Logo Design and Web Ad Banner Designs
- Designed and built email designs from inception to completion
- Designed email campaigns grossing from \$5,000 - \$87,000+
- Communicated with clients regarding print quotes and magazine ad layouts
- Designed various print pieces including labels, postcards, letters, envelopes, magnets, booklets, and more
- Drew line art illustrations for buying guides such as faucets, lighting, kitchen, bath sinks, and more

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Digital Artist/ Production

## Jomar Industries

Monsey, NY

Jun 2005 - Apr 2006

- Digital pre-processing
- Art production/modification
- Communicated with clients to create final product
- Worked with pressmen to create production quality dyes/films
- Designed sales catalog and promotional ad preparation
- Photo manipulation/optimization

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Graphic Artist Internship

Monroe, NY

May 2004 - Aug 2004

## Printing Plus

- Interacted with clients and vendors
- Preparation for in-house and outsourced printing
- Developed printing concepts
- Vinyl design, vinyl printing for vinyl signs, banners, automobiles, and more

### Applications

## Strongest

Adobe Illustrator, Adobe Photoshop, Microsoft Office

## Good

Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, Adobe InDesign, Adobe PageMaker, CSS, HTML, Macromedia Freehand, QuarkXPress

### Education

Bachelor of Science in Professional and Technical  
Communications

Utica, NY

Jan 2003 - May 2005

## SUNY Institute of Technology

Associates of Arts in Graphic Design Technology

Cobleskill, NY

Aug 2000 - Dec 2002

## SUNY Cobleskill

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