

Jennifer LaPeruta

Digital Design/Frontend Development

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Adobe Creative Suite



Over 30 years as a graphic designer, web designer/developer, digital/interactive professional and studio manager. Specialty in front-end with a solid technical base as well as expert creative abilities. A "hybrid" skillset allowing for ability to wear many hats and add to teams across departments. Joomla/Wordpress CMS development, SiteCore Management, HTML email design and campaign management (iContact, Conversen, ExactTarget, ConstantContact, MailChimp, Bronto), HTML5 banner design (Hype 3). Powerpoint/Keynote design and support. In addition to hands on abilities, solid client interaction and team management/project management skills. Exceptional creative thinker and team player.

Adobe Creative Suite, CSS, SKETCH, HTML 5, Responsive Design, Hype 3, Ability to code/edit JQuery, JavaScript and PHP. Video & Motion Graphics (Premiere & AfterEffects), Print and Prepress background, Expert Photoshop, Illustrator, InDesign, Flash, etc.

Senior Digital Design/Developer – REVOLUTION DIGITAL — May 2016 – May 2018

Digital/Interactive & Design and Support for busy digital agency with focus on Dannon, Honeywell, Scrub Daddy, Summer's Eve, Neocate, Pedialax, Little Hug, Quickie, Preparation H, Sprout, NUK Baby Products, Daily's Beverages, Pfizer Pharma (Dimetap, Robitussin), Chapstick, Senokot brands.

Design for all digital aspects of agency brands including Email Campaigns (code and design) using iContact, ExactTarget and Conversen, MailChimp, Bronto, brand website management (CMS, SiteCore), HTML5 Banner Design (Static and Rich) with DoubleClick Studio and Sizmek Environments, Social Media Brand Design Support, Graphics Support for all agency needs internal/client both digital and traditional. Work directly with creative and project management to define goals and meet deadlines.

Interactive Developer/Digital Creative – FERRARA & COMPANY — Feb 2012 – May 2016

Digital/Interactive Design and Support for busy advertising agency with focus on the HEINZ Brands (Heinz Ketchup, Orelida, Lea & Perrins, Classico, Weight Watchers Smart Ones, BagelBites), as well as Arm & Hammer Products, First Response Women's Health Products and the NJ Lottery brands.

Design for all digital aspects of agency brands including Email Campaigns (code and design) using ExactTarget and Conversen, brand website management (CMS, SiteCore), Flash Banner Design (Static and Rich) with DoubleClick Studio and Sizmek Environments, Social Media Brand Design Support, Graphics Support for all agency needs internal/client both digital and traditional. Work directly with project management to define goals and meet deadlines.

Work samples upon request

Independent Consultant – SYLAR MEDIA — June 1999 – Present

Design, development & production for JOOMLA CMS (Content Management) website systems including CSS coding and constant updating and maintenance. JomSocial Integration for Joomla (Community), Interactive Media Presentations, & Print Solutions for a wide variety of clients. Duties include management, creative direction and hands on development. Translating PowerPoint presentations in Dynamic FLASH presentations for distribution on CD ROM and Internet, full-scale web based programs and sites as well as supporting online initiatives for existing sites. Print, prepress & production of complimentary collateral materials for clients with broad media needs.

Sylar Media Client List Includes: ASIS International, Acteen, Alaven Pharmaceutical LLC, American Express, Robert Marks - Vocal Coach, Charles Strouse IP (Composer), Timothy Childs (Broadway Producer), Curio Productions, Eden Communications, Evolve Productions, Goldfinger Gateway, Harvest Talent Management, Hyde Park Angels, Hyde Park Venture Fund, Ilene Graff - Actress, IDT Corporation, In Geer Music, Kyocera, Loislaw, Luftig Evans, Mason Display Innovations, Robert Merrill – Composer, Snoreworld.com, New Adventures Toys, NJTC Venture Fund, North Valley Gymnastics, Paladin Healthcare, PepsiCo/Quaker Oats, Pfizer Pharmaceuticals, Pitney Bowes, Plays-in-the-Park, Premiere Global Partners, Promotion Productions Inc., Rosewood Marketing, RK Ventures, Sander Moses Productions, Schering-Plough, Security Industry Assoc, SS&B Advertising, UNEX Corporation, Watson Pharmaceutical, World of Relief, LLC.

Work samples upon request

Previous Positions:

BUSINESSEGE SOLUTIONS — Edison • NJ • 08820
WEB DEVELOPER / CONSULTANT — July 1999 - January 2001

CATALYST COMMUNICATIONS — South Plainfield • NJ • 08820
SENIOR STUDIO MANAGER — June 1998 - June 1999

SIEBEL MARKETING GROUP — New York • NY • 10022
PRODUCTION SPECIALIST/ART DIRECTOR — May 1996 - June 1997

WILLIAM ZINSSER & COMPANY — Somerset • NJ • 08875
GRAPHIC ARTIST — November 1994 - May 1996

COLUMBIA HOUSE RECORDS (SONY) — New York, NY
GRAPHIC ARTIST — September 1993 - September 1994

EDUCATION

New York University • West 4th Street • New York • NY • 10003
Major: Music/Business
Minor: Graphic Communication
Degree: Bachelor of Music

Hartt School of Music
Major: Musical Theater

References Upon Request