

# Jennifer Baldwin

603 Seagaze Dr. #129, Oceanside, CA 92054  
(p) 760.494.0225 (f) 760.439.4780  
(e) contactjen@southo.net

## Biography & Present Experience

For 12 years, all through and after high school, I bounced around from job to job just trying to make my way up the pay scale. I was always interested in desktop publishing but never thought about making a living at it.

Finally, in 1998, I decided to follow my ambition and I took a course at **Palomar College** and received a **Certificate of Completion in Desktop Publishing**. Shortly after I bought a computer and began helping out small local business with brochures and business cards while working full time as a receptionist.

In 2001 I attended **San Diego Community College** for Multi Media Design. For the next year while still working full time, I spent four nights a week going to school and earned my Certificate of Completion in Web Design.

Since completing that program, I have been a freelance graphic and Web designer. My focus for the past eight years has been mainly in Web because that is where the demand is, however I have had some opportunities to develop brochures, business cards, logos, invitations, flyers, banners and gift certificates. One of my hobbies is photography, and I also have experience with photo restoration and colorization.

I work from my home office and I am fully equipped with the necessary computers, peripherals and design software necessary for completing projects for print and Web publication.

My online portfolio is available at  
<http://www.southodesign.com>

## Career Objective

My objective is to stay active in creative design and to continue to further my design and technical skills in print and Web publishing.

## Career Goal

My goal is to provide my clients/employers with unique and exciting designs that represent their business professionally and to their expectations.

## Professional Strengths

Able to work autonomously or within a team environment

Extensive, hands-on graphic design and creative skills

Self-starter and team motivator

Successful at working under time-sensitive deadlines

Extremely creative and business-minded

Proficient in graphic/admin software packages (Mac & PC)

- Adobe Dreamweaver, Fireworks & Flash
- Adobe Photoshop & Illustrator
- Adobe Pagemaker (currently learning InDesign)

Consistently meets deadlines and goals set-forth by client/management

Respectful of company policies and procedures

Extremely organized and able to multi-task

## Professional References

Johnny Zamora (760) 644-0825 - Owner - Natural Reflections  
Joey Leffel (858) 345-0695 - Director of Marketing - Search Optics  
Jerry Schaefer (760) 724-5681 - Owner - Schaefer Law Office