

## OBJECTIVE:

To apply my knowledge of branding, design, storytelling, and consumer experiences to creating richer, truer brand experiences. To honestly and effectively communicate with the customer to create a lasting brand resonance.

# art director ANGELA JERNEJCIC, MINISTER OF VISUAL MAYHEM

1717 B 18TH AVENUE SEATTLE, WA 98122

585.330.7865

angie@gampegirl.com

gampegirl.com

## EDUCATION:

Rochester Institute of Technology

BFA, Graphic Design. 1997

AAS, Industrial Design. 1995

**FREELANCE WORK** NOVEMBER 2007 - CURRENT .// SEATTLE, WA

**SELF-IMPOSED HIATUS** (figure drawing & letterpress classes) OCTOBER 2005 - NOVEMBER 2007 .// SEATTLE, WA

**PARTNERS + NAPIER, ART DIRECTOR** Excellus BlueCross BlueShield, Rochester Philharmonic Orchestra, The Little, The Insider, University of Rochester's School of Nursing, CHELA Financial, Gefinge, MAY 2002 - NOVEMBER 2005 .// ROCHESTER, NY Rochester General Hospital, Bausch & Lomb, Constellation Brands, Inc.

- Responsibilities included conceptualizing, developing, and producing pervasive executions of persuasive ideas in print, TV, OOH, screen-based media, and other ambient media.
- Suggested and developed an agency PDF library, thereby increasing the agency's bottom line by becoming more efficient and effective with manpower.
- Lead AD on team which won the Excellus account (value=\$1.5 mil), the agency's biggest win at that time; also become the agency's largest client. Followed up with consistent brand work for the account extending through print, online, TV, OOH, direct mail and ambient media.
- Won RPO account with outrageous suggestions for the historically stodgy client; also the beginning of a monopoly of the city's cultural heroes as clients.
- Consistently brought innovative ideas to the table for all clients, regardless of humbugs.

**SAATCHI & SAATCHI, ART DIRECTOR** DuPont Teflon™, DuPont Lycra™, DuPont Antron™, DuPont Agricultural™, Bausch & Lomb, Element K, Kodak  
JUNE 2000 - MAY 2002 .// ROCHESTER, NY

- AD on the team that developed the pitch-winning launch campaign for DuPont's Teflon fabrics and support materials for duration of campaign.
- Developed and produced two successful Flash-based online promotional games targeted to the agricultural industry for DuPont agricultural products.
- Worked with the Element K, Bausch & Lomb and Kodak teams as support.

**CLARITY, DESIGNER + PRODUCTION DEPT.** Xerox, Steve Madden, Lockheed Martin, AT-T

MAY 1998 - JUNE 2000 .// ROCHESTER, NY

- Ran the asylum. Hired my creative director and supporting staff.
- Worked with our LA office to craft pitches to Disney and Epcot.
- Developed art and support materials for C-suite level presentations.
- Support materials ranged from internal videos, staging design and environmental signage for press conferences and events to postcards, websites, CD-ROMs and collateral materials.
- All this while building up the creative department to a core team of three, plus freelance.

## INDUSTRY AWARDS:



- 2006 Citation of Excellence : the Little Theatre's identity campaign
- 2005 ADDY : the Insider "MAPS" campaign
- 2005 Citation of Excellence : Excellus "Step Up" campaign
- 2004 ADDY : Bausch & Lomb 150 Years Brand video
- 2004 SILVER TELLY : Bausch & Lomb 150 Years Brand video
- 2004 Citation of Excellence : CHELA "Nachos" Ad
- 2003 ADDY : "Creative Process" animation for the Rochester Advertising Federation