

## **Jewelanne Jay**

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### **SKILLS SUMMARY**

I am a creative problem solver with a variety of skills and professional experiences who enjoys working in a team environment in which I am given an assortment of job responsibilities.

#### **Overlapping Experience:**

**Web Development**, 7 years - analyzing business needs, designing human-computer interaction, coding HTML and CSS, creating graphics and Flash animation, writing copy, adding aesthetic value, and applying SEO expertise; **Communication**, 16 years - creating presentations, newsletters, and product instructions, plus writing promotional content and technical documents; **Graphic Design**, 16 years - creating brochures, signage, logos, advertisements, and promotional material; & **Product Design**, 7 years - designing medical products.

### **KEY STRENGTHS**

- Web development experience includes analyzing and documenting business needs, creating wireframes and front-end mock ups, designing user interface, coding HTML and CSS, writing functional specs, creating Flash animation, and improving site ranking by applying SEO expertise.
- Exceptional computer skills using Adobe Illustrator, Photoshop, Flash, Dreamweaver, InDesign, PageMaker, QuarkXPress, Lotus Notes, and Microsoft Office Products (Word, Excel, PowerPoint, and Visio).
- Excellent illustration, photography, presentation, writing, editing, and multi-tasking skills.
- Trained and experienced in designing products adhering to human factors and manufacturing parameters.
- Skilled in market and field research to explore new product opportunities and define user needs.
- A trained eye for aesthetic quality, with a strong sensitivity to two and three-dimensional form.
- Creative problem solver with excellent communication, interpersonal, and management skills.
- Very analytical, organized, and detail oriented, with the ability to get things done.
- Four patents issued and twelve invention disclosures processed from work in the medical industry.

### **EDUCATION**

**1983** - Master's Degree in Industrial Design - North Carolina State University, School of Design

**1980** - Bachelor's Degree in Studio Art - University of North Carolina, Greensboro; graduated Cum Laude

### **PROFESSIONAL EXPERIENCE**

**01/2007 - Present: Web Developer / HCI Designer - Toyota Motor Sales - Torrance, CA**

**01/2009-Present:** Designing a Product Quality Service Support – Information Services (PQSS-IS) internal website to provide critical information to the production support and project development teams, and real time information to the business users on eight production applications. Structuring information presented to provide access to the latest application documentation for all eight applications. Creating training material presented.

**01/2007-12/2008:** Member of a team that developed a new Parts Recovery System for Toyota. Responsibilities included analyzing business needs, designing the human-computer interaction, creating mockups with Photoshop and HTML/CSS, writing functional specifications, reviewing the application with management, coordinating transition into the new system, writing & editing training material, and training system users.

**08/2004 - 01/2007: Freelance Web & Graphics Designer / User Interface Designer - San Pedro, CA**

Client list includes Professional Products, Inc., American Language Services, The World Swing Dance Council, DivaLA.com, NeuroLifeFlow.com, The U.S. Open Swing Dance Championships, and Thermogram Assessment Services. Web and design skills include writing content, coding HTML & CSS, illustration, logo design, graphic design, photography, Flash animation, and Search Engine Optimization (SEO).

**09/2001 - 07/2004: Director of Communications - Sequoia Conference Center & Health Club - Buena Park, CA**

Managed all corporate communications including the web site, marketing materials, advertisements, presentations, brochures, posters, and a monthly health club newsletter.

#### **Accomplishments:**

- Simultaneously managed numerous extensive projects: the redesign of all promotional materials including company brochures and the company's web site, significantly improving aesthetic appeal and functionality.
- Impressive SEO achievements significantly improved the company's search engine rankings.
- Served as an in-house photographer, creating quality photos and a substantial savings for the company.

**07/1999 - 08/2001: Freelance Computer Graphic Designer and Illustrator - Studio City, CA**

Produced logos, ads, brochures, and promotional materials for a variety of clients.

**04/1989 - 05/1999: Media Coordinator - PSI Telecommunications - Burbank, CA**

Coordinated the company's exhibits in trade shows across the country. Created trade show exhibition graphics, technical proposals, presentations, and wordless product instructions. Supported the development of product brochures, edited magazine articles and advertisements, and wrote technical marketing proposals.

**Accomplishments:**

- Significantly improved department efficiency by developing a system for coordinating trade shows nationally and distributing literature and promotional items worldwide.
- Applied extensive computer illustration and communication skills to update and computerize wordless instructions for a broad line of Telecommunications products.

**01/1989 - 04/1989: Design Consultant - InVision - Sylmar, CA**

Product Design Consultant specializing in the development of new products for the medical industry.

**Accomplishments:**

- Named in two group patents in the design of an umbilical cord blood-sampling device.

**01/1984 - 12/1988: Baxter Healthcare Corporation, Pharmaseal Division - Valencia, CA****1987-1988: Senior Staff Engineer, Research and Development - New Ventures Group**

Explored new product opportunities by conducting market and field research, identifying market needs, evaluating outside inventions, writing and presenting new product proposals to upper management, and conceptualizing and championing product ideas into development by the R&D organization.

**Accomplishments:**

- Completed a neonatal care product-line marketing proposal with a \$20 million market potential.
- Supported marketing strategic plan development of an OB/GYN disposable product line by researching GYN laser surgery and establishing target market areas.

**1984-1987: Staff Engineer, Advanced Engineering Group**

Designed medical electronic equipment: evaluated competitive products, conducted field research and identified design parameters; initiated and implemented design solutions that optimized the human/machine interface. Fabricated prototypes and designed presentation material for focus groups and upper management.

**Accomplishments:**

- Member of an engineering team that developed the RK-2000 Hypo-Hyperthermia machine; designed the housing and human/machine interface; initiated features unique to K-thermia equipment such as patient trend monitoring.
- Designed the human/machine interface of the Lectron 302 Esophageal Monitor, a machine developed for the operating room to measure a patient's depth of anesthesia.
- Team leader of the BioThotic wheelchair cushion development. Two patents issued.

**HONORS**

1986 - 1988 Baxter, Pharmaseal Patent Awards - Two patents issued on a wheelchair cushion design.

Twelve invention disclosures filed with Baxter's legal office.

1986 Baxter, Pharmaseal Technical Achievement Award

Received for advances in the design of hypo-hyperthermia equipment.

1983 Industrial Design Magazine Designers' Choice Award

Shower seat and transfer board design selected as one of the best designs in 1983.

1983 Carl Gibson Design Competition - First Place, & the Rehabilitation Engineering Society of North America Student Design Award - One of six students selected. Both awards received for a shower seat and transfer board design. Published in the, RESNA Sixth Annual Conference Proceedings.

1983 Awarded a Teaching Assistantship, teaching other students how to use Apple computers.

1980 Summer State Internship as a photographer for the North Carolina Department of Travel and Tourism. Selected from over two hundred applicants. Numerous photographs published.