

# Jodi B. Grasso

429 Orchard View Ave • Martinez, CA 94553 • 925 370 6413

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**Career Goals** A career that utilizes my artistic and management strengths which include creative direction, managing and creating graphics for web based and computer based applications.

**Employment History:** **Different Color** **May 2003 – Current**  
**Art Director**

- Designing graphics, web animations, logos, corporate identity (logo's, letterhead, etc), interface design and web pages for various companies on a freelance basis.
- Clients have included Illuminata Global, LLC, Nielson Learning, Pearson Performance Solution, Bob Hahn and Associates, Township Mortgage, Guinevere's Indie, and Disney Photography.

**Pearson Performance Solution/ Forum/ Interactive Media** **June 1994 – May 2003**

**Senior Graphic Artist/ Art Director**

- As a senior level artist I have been responsible for creating all graphics involved in creating graphics for wbt and cbt courseware. This includes interface design, animations (2d and 3d), illustrations, graphics (2d and 3d), incorporating stock photography, custom photography, and video production. I, also, created Flash interactions for games, drag and drop questions, etc.
- Clients have included (not limited to) markets such as, pharmaceutical (Pfizer, Merck, Bayer Diagnostics, Wyeth,), major telecomm (MCI, Sprint, Verizon, BellSouth), banking (Chase, Wells Fargo, Bank of America, MassMutual, AmSouth), government agencies, high tech (Gap, UPS, Unilever, Gilbarco, Adaptec, American Online) the space shuttle team, and the auto industry.
- As an Art Director I have managed a staff of 11 artists, managing scope, tasking, scheduling as well as oversee projects, provide creative direction to improve client courseware, as well as support the sales team with promotional designs, prototypes, and general graphic support.
- Responsible for attending client meetings to be available for answering questions, brainstorm ideas and responding to thoughts about graphics, design, color theory, etc.
- Print experience includes business cards, clients logo's, promotion postcards and other marketing materials.

## **Project Management**

*As a project manager I have managed the following web based projects:*

- Helping.org – An organization that is responsible for gathering donations to give to organizations needing charity. As Project Manager and Art Director I designed their web page and managed the project. This included managing the budget, being an advocate to the client, setting milestone and seeing they were met, and meeting with the client on a regular basis.
- AOL and Power UP, inc. – PowerUp is a company which dedicates itself to bringing the digital age to all school age children by creating web safe sites for them to view at after school programs. I managed the maintenance portion of this project which included making sure the new content and graphics were updated each week. Also, I managed the scope, budget, production and development, was an advocate to the client, and set up meetings as needed to make sure everything went well with the client.
- AOL Foundation and Mentors Online - Mentors Online is an AOL company that dedicates itself to

bringing mentors and mentee's together. As project manager I managed a team of programmers to create the software needed to satisfy the client's goals. I managed the budget, scope, production and development, was the client advocate, set up meetings and lead meetings as needed.

**CAE Link Corp**

**September 1993 - June 1994**

**Graphic Artist**

- Worked as a graphic artist creating graphics and animations for cbt courseware on location at Kennedy Space Center for the Lockheed Martin contract.

**Freelance Artist  
1993**

**May 1992 – September**

- Still Current Designs – graphics and animations for Duke Power lobby kiosks.
- Harcourt Brace – Children's department: layout of children stories for textbooks.
- Knautz and Company Advertising Agency – general print Graphic Designer: logo's, packaging design, annual reports, etc.
- Illustrations for various Sarasota local newspapers.

**Education:**

**Ringling School of Art and Design**

**May 1992**

- B.F.A in Computer Graphics and Animation

**Digital  
Experience:**

**Adobe Photoshop, Adobe After Effects, Adobe Illustrator, Corel Draw, Macromedia Freehand, Macromedia Flash, Macromedia Dreamweaver, 3D Studio Max, Maya (apprentice level), Painter, and many other software packages alike.**

\* References are available upon request.