

JENNIFER LIAO

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EXPERIENCE

TICKETS.COM

Costa Mesa, CA
Nov 2012 - Present

LEAD DESIGNER

Design and help spearhead the complete redesign of www.tickets.com, a subsidiary of Major League Baseball Advanced Media. Create email campaigns and sweepstakes, sent to over 3 million subscribers. Aid in the product design of MyTickets Mobile, a web app for MLB teams to support mobile paperless ticketing. Work with various groups to gather project goals and user needs, which are transformed to wireframes, Axure prototypes and PSD mockups for web and mobile platforms.

RYKORP

San Diego, CA
Jan 2011 - Nov 2012

DESIGN DIRECTOR

Translated business and user requirements for client websites into conceptual and visual solutions. Participated in product definition and strategy processes for B2B and B2C websites. Helped manage the interaction design process by tracking issues and collaborating with developers to ensure quality assurance for clients ranging from sports to non-profits.

CAPTERRA

Arlington, VA
Jan 2008 - June 2010

DESIGN DIRECTOR

Redesigned corporate logo and established the visual branding for Captterra, an Inc. 5000 company. Conceptualized the vision, usability, layout and look of the corporate website (20,000+ visitors a day). Ensured cross-browser compatibility and performance of web applications. Took a lead role in both large seasonal redesigns and designing a number of mini-sites.

ANGEL.COM

McLean, VA
May 2006 - Nov 2007

WEB DESIGNER / GRAPHIC ARTIST

Designed, developed and maintained corporate website (3,000+ visitors a day). Led user experience efforts to rebrand backend customer portal and other new product features. Supported the marketing and sales team as the sole designer responsible for all email marketing campaigns, whitepapers, ebooks and product collateral.

REAR WINDOW DESIGN

Tustin, CA
May 2004 - Present

FOUNDER / FREELANCE

Aided in the branding of companies through creation of logos, business identity and other promo items. Designed, developed and maintained over 40 sites. Integrated WordPress and other modules into client websites. Created simple, user-centric solutions that met business requirements, project goals and product vision.

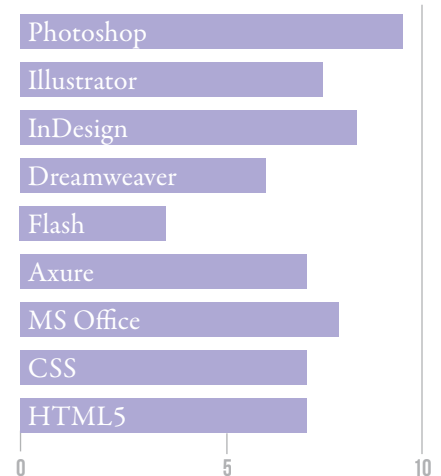
ATLANTIC BT

Raleigh, NC
Feb 2004 - May 2006

WEB DESIGNER

Conceived and produced mockups, designs and HTML for e-commerce, non-profit and small business websites. Worked closely with the sales and project management teams to deliver finalized products to the clients.

TECHNICAL SKILLS



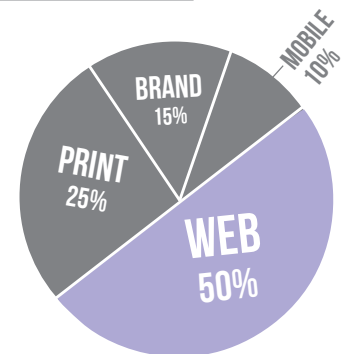
ACHIEVEMENTS

125,000 average visitors at Tickets.com a day

3 MILLION subscribers to email database

OVER 50 sites created from scratch

AREAS OF FOCUS



EDUCATION

B.A. JOURNALISM & MASS COMMUNICATION

Univ. of North Carolina at Chapel Hill
Visual Communication Sequence
Graphic Design
Minor: Art History