

Jennifer Niederst Robbins

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SUMMARY OF SKILLS

Fifteen years graphic design experience in both electronic and print media • strong organizational and management skills • ability to learn quickly and work efficiently under tight deadlines • great communication skills • ability to work well in teams • command of most design-oriented applications for the Macintosh • familiarity with PC and UNIX environments • illustration • technical writing

WEB DESIGN EXPERIENCE

I was one of the very first designers for the Web, starting in early 1993 as the designer of Global Network Navigator (GNN), the first commercial Web site. Since then, I've remained very active and visible in the online publishing world. My specialties include:

- site planning and organization
- identity design; creating a site's "look & feel"
- web graphics production, with a particular interest in minimizing download times
- strong knowledge of HTML and Cascading Style Sheets
- keeping current with emerging technologies

Writing and Publishing

I am perhaps best known as an author of best-selling titles on web design published by O'Reilly & Associates, including:

- *Web Design in a Nutshell, Second Edition* (1998, 2001)
- *Learning Web Design, Second Edition* (2001, 2003)
- *HTML Pocket Reference, Second Edition* (1999, 2002)
- *Designing for the Web—Getting Started in a New Medium* (1996, out of print)

I've also written corporate identity style guides for clients including Harcourt Publishing, AmericanExpress.com, and Bank of America. My involvement included developing the identity itself, developing the rules for its use, then writing, designing, and producing the style books.

Projects

I have been designing web sites steadily since 1993. Examples of my work can be seen at www.littlechair.com. Projects include:

Global Network Navigator (GNN) — This magazine and information service published by O'Reilly & Associates, Inc. was the first commercial web site. It was later bought by America Online and is no longer in publication.

Buddy, An American Story (www.buddycianci.com) — A site for a documentary about former Providence mayor, Buddy Cianci.

Isle of Printing (www.isleofprinting.com) — A lively and informative site for a letterpress print and design shop in Nashville, TN.

Jenville (www.jenville.com) — My Webby Award nominated personal web site.

The Jenville Show (www.thejenvilleshow.com) — A multimedia site I've created in which I talk to rockstars about cooking.

Teaching and Speaking

I enjoy teaching designers who are new to the field of web design. I have taught at Johnson & Wales University, Massachusetts College of Art, and Interactive Factory in Boston, MA. In addition, I have lectured at the the following venues:

- Several AIGA chapters throughout the country (1999, 2000)
- **Seybold Conference** in Boston and San Francisco (1995–2001)
- **South by Southwest (SXSW) Interactive** (2000–2003)
- **GRAFILL** seminar in Geilo, Norway (1997)
- **World Wide Web Consortium International Expo** in Boston (1995)

PRINT DESIGN EXPERIENCE

Before the Web, I enjoyed life as a designer of books and other printed materials, and I still enjoy designing for print. Examples of my print design work, including recent projects, can be seen at www.littlechair.com. My skills include:

- logo and identity development
- book interior design, including writing specifications
- CD and packaging design
- production management
- knowledge of the printing process, including 4-color process

EMPLOYMENT HISTORY

Author—O'Reilly & Associates and freelance technical writing (1998 to present)

I am the author of several best-selling web design books for O'Reilly & Associates, including *Web Design in a Nutshell*, *Learning Web Design*, and *HTML Pocket Reference*. In addition, I have written and designed many corporate style guide books on a freelance basis.

Freelance designer — electronic and print media (1987 to present)

Clients include Digitas, Arnold Advertising, Orange Imagineering, Big Orange Productions, Isle of Printing, Lunch Records, Counseling Center of Greater Hartford, Interactive Factory, GNN (a subsidiary of America Online), Women's Institute for Housing and Economic Development, RV Magazine (arts & entertainment publication), Little, Brown & Company.

Songline Studios — Creative Director (June 1995 to June 1996)

Songline Studios was a publisher of innovative online publications and books aimed at an active online audience. As creative director of this startup company, I was responsible for developing the corporate identity as well as designing its major web sites and publications: WebReview, MovieCritic, The New Seven Wonders of the World, and Ferndale. Tasks also included producing graphics for a weekly web magazine (WebReview) and management and art-direction of in-house and freelance designers.

O'Reilly & Associates, Inc. — Senior Graphic Designer (Oct. 1992 to June 1995)

O'Reilly & Associates is a publisher of internet and technical books. I was hired primarily as a book designer, but my responsibilities soon grew to include electronic media. I was the sole designer of Global Network Navigator (GNN). With its premier issue published early in 1993, GNN was the first commercial site on the Web. As an author, I am still part of the O'Reilly family.

Little, Brown & Company, Professional Division — Designer & Production Supervisor (Oct. 1988 to Oct.1992)

I was responsible for all aspects of production for law and medical books, from initial design through final printing. It was here that I became a power-user of Macintosh tools to design and produce book covers, develop interior designs, produce newsletters, and create technical illustrations and charts.

Bruner/Cott & Associates — Architectural Support and Graphic Design (July 1987 to Sept. 1988)

Provided administrative support to 35 architects and designed marketing publications.

Graphics Assistant — Notre Dame Publications and Graphic Services (1986/1987 academic year)

Aided staff designers with design and production of newsletters, logo design, posters, etc. Also while at University of Notre Dame, I served as the art editor of Juggler (art & literary magazine) and as design director of Humanitas (journal of scholarly essays).

EDUCATION

University of Notre Dame,

Bachelor of Fine Arts, graphic design and photography

Bachelor of Arts, art history

Honors: Emil T. Jacques Gold Medal of Fine Arts; Deans List, 1983-1987

REFERENCES

provided upon request