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**j.alliet**  
JENNIFERALLIET

## education

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**THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL** | august 2003 – december 2006  
School of Journalism and Mass Communication, Visual Communication – Graphic Design sequence  
Dean's List, four semesters. Minor: Anthropology; B.A. expected Dec. 2006.

**BOSTON UNIVERSITY** | september 2002 – may 2003  
College of Communication (COM), Mass Communication sequence.

## publication design

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**DESIGN EDITOR** | **The Daily Tar Heel** · Chapel Hill, NC | august 2005 – may 2006  
Manage the design of the Chapel Hill daily newspaper, circulation of 26,000. Responsible for daily front page design, weekly Divisions section cover illustration, design of special sections/tabs and inside page design. Redesigned several elements including: the edit page, the front page promo bar and the community calendar. Created template and style guide for La Colina, the monthly Spanish language page. Work with writers and create templates to facilitate the use of alternative story forms. Attend daily budget meetings and weekly enterprise meetings. Supervise and train a staff of 13 designers. Balance working over 50 hours/week and being a full-time student.  
Previous positions: **Design & Graphics Editor** · summer 2005, **Assistant Design Editor** · 2003 to 2004, **Designer** · 2002 to 2003.

**ASSISTANT PUBLISHER** | **201 Magazine** · Boston, MA | january 2002 – may 2002  
Responsible for formatting, designing, and posting articles for an online magazine for COM students featuring student work.

## promotional design

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**DESIGN INTERN** | **Carolina Women's Center** · Chapel Hill, NC | september 2004 – august 2005  
Developed a visual identity for the center by creating logos, templates and a style guide for flyers, posters and quarterly newsletter. Served as editor of newsletter: designed all pages and packages, edited photos, copy edited articles, wrote all headlines and drop heads. Designed all promotional materials such as cups, note pads and key chains. Also created graphics for web site redesign.

**FREELANCE WORK** | **Words And Wisdom, GendeRace, Safe Haven** | june 2005 – august 2005  
Created logos, posters and ads for campus programs. Developed comps for program directors to vote on.

## related activities

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**WORK** | **Wegmans Food Markets, General Merchandise** · Rochester, NY | august 2000 – january 2005  
Worked an average of 20 hours per week. Set up displays, marketed seasonal merchandise, created signage materials.

**HONORS** | National Society of Collegiate Scholars, NYS Board Of Regents Scholar, NYS Scholastic Art Awards for photography.

**SKILLS** | **Language** · Intermediate Spanish; **Software** · Adobe (CS & CS2) InDesign, Illustrator, Photoshop, GoLive; Flash Dreamweaver and Quark; **Photography** · Experience shooting with Digital and 35mm SLR; and both photo editing processes.

## references

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**Ryan Tuck** · Online News Coordinator  
**The Southern Pines Pilot**  
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(910) 603-9966

**Kevin Schwartz** · General Manager  
**The Daily Tar Heel**  
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**Chimi Boyd** · Associate Director  
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