



Jennifer Serchia
Multimedia Artist
Los Angeles, CA 90046

(716) 531-8688 • jaserchia@gmail.com • www.jenniferserchia.com

work experience

2010-current

Freelance Design

- designed layout of photography book *Images From The Mother Road* by Dr. Abe Wagner
- designed re-brand for Sara Pendleton Photography
- created easily-maintained websites for the following businesses & organizations:
 - Hot Dog Jenny: www.hotdogjenny.com
 - Simon Construction Co.: www.simonconstructionco.com (in final stages)
 - C.A.S.T.: www.terrorstudies.org

2007-2010

Atlantic Gallery Ltd. • Manhattan, NY • Lead Graphic Designer

- responsible for all sales, invoices, inventory, book-keeping & any needs of showroom
- corresponded with clients & assisted with their needs
- customer service duties: helping clients, resolving any issues
- updated website & created all print matter, tearsheets, brochures, documentation
- closing & opening showroom responsibilities

2006-2007

F.J. Hakimian, Inc. • Manhattan, NY • Graphic Designer

- held in charge of book organization for luxury carpet showroom
- corresponded with clients & assisted with their needs
- edited, retouched, color corrected & printed tearsheets as well as preparing images for web
- documented & photographed inventory

2003-2005

Fosdick Nelson Gallery • Alfred, NY • Gallery Assistant

- installed all exhibitions
- performed lighting operations, set-up & removal
- promoted all featured exhibitions
- supervised artwork & greeted gallery patrons

previous freelance

2006-2009

Pet Fashion Week • Manhattan, NY • assisted with installation & documentation needs

Cellfish Media • Manhattan, NY • created mobile & computer desktops

Gas-Art • Brooklyn, NY • designed promotional material for illustrator R. Gregory Christie

Perfect on Paper • Brooklyn, NY • produced customized stationery & print matter

Elisabeth & Co. • Manhattan, NY • created identity & T-shirt graphics for jewelry designer

Web Design • Brooklyn, NY • created easy-to-update sites for artists & businesses

education

2001-2006

Alfred University • Bachelor of Fine Arts: Art & Design

Alfred University • Alfred, NY • Web Design

Cepa Gallery • Buffalo, NY • Flash Design

skills

- Graphic Art & Design/Web Design/Illustration/Identity/Accessory Design/Motion
- Mac & Windows programs: Adobe Creative Suite: Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver (html, CSS), basic Flash, Microsoft Office, PowerPoint, Final Cut

recognition

Art Today • Auxillary Magazine • Brooklyn Collective • Daily Campabello Art News • Fiat Lux • Insidehighered.com • Lefthandside.com • NYTimes.com • Refinery28.com • W Magazine

awards

Lupis Cupid Smiley Award • juried exhibition
People's Choice Award • Lewiston Council of Arts