

OBJECTIVE

To develop superior design systems and brand solutions for clients addressing strategic business and market objectives—on projects ranging from print and packaging to environmental and online

ASSETS & ATTRIBUTES

- Highly developed communication, presentation, consultive and strategic skills
- Ability to bring multiple simultaneous projects from conception to successful completion
- Skill-solid in Macintosh design programs, press and prepress techniques

EXPERIENCE**Packaging Designer**

Feb 03 – present

Williams-Sonoma, Inc., San Francisco, California

Deliver top quality design solutions for approximately 200 projects/year. Lead design on new brand initiatives (gift card & collateral, wsKids launch, bridal collateral, etc). Packaging projects range from specialty food, confectionery, bakeware, housewares and tools to entertaining, electrical and seasonal products. Present range of solutions, weekly, to senior and executive management.

Senior Designer

Nov 1994 – Sep 2002

Hornall Anderson Design Works, Seattle, Washington

Design, project management, illustration, brand building and brand stewardship

Clients include: Adobe Systems, Attenex Corporation (Preston Gates & Ellis LLP), AvenueA, Best Cellars (wine retail concept roll-out), Boeing, Broderbund Software, Charter Communications (A Paul Allan Wired World Company), Children's Hospital of Orange County (CHOC), Eddie Bauer, Ernst & Young, Frank Russell Company, Garden Botanica, GE Capital Annuity, Ghirardelli Chocolates, Grapefinds, GNA (Great Northern Annuity), Holland America Line – Westours, Jamba Juice, McGavin Foods, Mervyn's, Microsoft Corporation, Mohawk Paper Mills, Nordstrom, Novell Inc., Okamoto (knitwear and hosiery manufacturer, Japan), Onyx Software, Pretty Good Privacy (PGP), Proctor & Gamble, Roman Meal; Seattle Chocolates, Starbucks Coffee, Tacoma Guitar, Volant Skis, Vulcan Ventures (a Paul Allen venture capital company), World Wraps, Xact Data and Yves Fine Foods Inc.

Design Instructor

Sep 1999 – Dec 1999

School of Visual Concepts (SVC), Seattle, Washington

Adjunct Professorship — Intermediate Design focusing on conceptual thinking

Designer

May 1993 – Oct 1994

Hixo Inc., Austin, Texas

Design, information design, illustration and production for print and packaging

Clients included: Intelliquest Research, The Nature Conservancy, The Macallan – The Malt, Rémy Martin Cognac, Seaton Healthcare, Sweetish Hill Bakery and TravelQuest Superstore

Freelance Design

1991 – present

Including: Titles, poster, promotional and submission materials for *Midnight Theatre*, KCTS, PBS; graphic design for *Cosmic Ray*, independent 35mm film production; graphic design, Virtual Studio (now Frog Design, Austin); poster and promotional materials design for the Sharir Dance Company, Austin, Texas; design, information design and production, The University of Texas at Austin and Yale University Press

EDUCATION

1992

The University of Texas at Austin; Bachelor of Fine Arts with honors, Studio Art, design emphasis

AWARDS & PUBLICATIONS

Including: Tokyo Type Directors Club, New York Art Directors Club, Western Art Directors Club; The New York Festivals; AIGA, Communication Arts, PRINT, HOW Design Annuals; Logo 2002; Creativity 27, 28, 30; Critique Magazine: The Big Crit; Emegre Magazine; Eye Magazine; AIGA American Corporate Identity, Graphic Design USA, NW ADDY's, Applied Arts, Package Design Council Gold, LAAW/LULU, and APEX Awards

Printed samples and many, many references available upon request

Jana Wilson Esser

1416 Grant Ave. appt. 25 • San Francisco, CA 94133 • C: 415.902.9184 H: 415.834.1997

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HELLO!

October 9, 2002

Rita Damore

Damore Johann Design

300 Brannan Street, Suite 610

San Francisco, California 94107

Hello Rita,

I am so glad that you contacted me and very pleased to speak with you in person about the Senior Packaging Design position at Damore Johann Design. Our short conversation (and thank you — I did receive your email) has been much on my mind. What luck that that the skills that you are seeking are the ones I most have to offer! I have always felt that strong thinking and business sense produces the most compelling and relevant design work and after ten years as a professional designer, it is still my strongest desire to produce these 'results-driven' solutions.

As you know, it is my privilege to have worked at Hornall Anderson Design Works for almost eight years. In that time, HADW has grown over three-hundred-percent and still remains strong. While this growth was truly an amazing thing to witness, it was even greater to participate in and learn from along with my employers, mentors and friends. It's been quite an education and how fitting that while my husband returns to graduate school (hence the move)... I think I've just graduated!

I am honored to speak with you about your vision for Damore Johann for the next five... ten years. As I know this vision will surely grow and evolve over time, I look forward to the opportunity to grow and evolve with it!

Warmest Regards,

Jana Wilson Esser