

# SAM JENNINGS

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## SUMMARY

Creative, collaborative, versatile and high energy Senior Designer with experience in the entertainment and software industry. Working on high-profile projects for **Prince, Pearl Jam, Microsoft**, and more. Won a **Webby Award** in 2006 for Prince's groundbreaking NPG Music Club. Designed Pearl Jam's first iPhone app for their loyal Ten Club fans.

- **Award Winning Visual Design and Package Design:** Leading projects from concept to final production. Includes design of music albums covers, websites, collateral materials, posters, billboards, tour books, print publications, magazines, and building wraps for such artists as Prince, Pearl Jam, The Steve Miller Band, David Bowie and Soundgarden. Won the Webby Award in 2006 and Billboard Digital Entertainment Award in 2004.
- **Excellent interpersonal, presentation and client management skills:** Experienced working with demanding personalities, high powered creative teams, and clients with high expectations, delivering outstanding results and building long-lasting professional relationships. Engaging public speaker, from media spokesperson to presenter to large groups.
- **Project Management Experience:** Led complex projects with interdisciplinary teams, managed up to 8-member staff, oversaw budgets of up to \$2m, consistently meeting tight deadlines and exceeding expectations.
- **Solid Technical Skills:** Strong knowledge of user interface design, processes and methodology. Adobe Photoshop, Illustrator, InDesign, CSS and HTML coding, jQuery editing, and WordPress theming.
- **User Experience:** End-to end experience in rapidly changing design studios, delivering user experience concepts, prototyping, detailed design specifications and navigational flows, site maps, user stories, wireframes and interactions, working with cross-functional teams to support technical projects and strategic branding.
- **Professional recognition for leadership and talent:**

"A creative and technical genius who mastered the art of taking a music icon's wide-ranging vision and translating it to the web...Great under pressure and solid at providing the balance and acumen needed to build a complete digital strategy for any Brand."

– **John Petrocelli**, CEO, *Bulldog Digital Media*

"A capable and visionary creative. Keep Sam on your top 5 list for designers"

– **Pete Crosby**, colleague at *Pearl Jam* and *Savvy*.

"Sam is the most versatile designer I have ever worked with, and his ability to beautifully realize his client's vision under extreme pressure is unmatched... AND a great person to work with."

– **Ash Warren**, Technical Director at *Driftlab*

## EXPERIENCE

### **EBONY MAGAZINE** Los Angeles, CA

**2017-present**

SENIOR DESIGNER, Digital Marketing Team

- Create and maintain interactive HTML/CSS microsite delivering high profile features to the Ebony audience.
- Took Marketing Briefs and Copy to turn in to compelling Advertorials for the magazine.
- Worked with Sales Team to craft powerful presentations for partnership deals.

**MICROSOFT Redmond, WA****2011-2016**

UX DESIGNER/PROTOTYPER, Applications and Services Group on the Outlook team for Office 365

- Created, developed and maintained interactive HTML/CSS prototypes and other UX documents for Project Managers.
- Translated UX briefs into annotated wireframes. Participated in A/B testing.
- Worked with Development team on design integration, handling CSS code check-ins and solving style bugs in final code.

**SAVVY Seattle, WA****2009-2011**

WEBMASTER/ART DIRECTOR

- Designed a new site for the Steve Miller Band that featured his amazing guitar collection.
- Expanded brand identity for Soundgarden on Myspace, Youtube, Twitter and iLike.
- In collaboration with Cornerstone Promotions, created online scavenger hunts for David Bowie, Gorillaz, and more.

**PEARL JAM Seattle, WA****2008-2009**

WEBMASTER/ART DIRECTOR

- Expanded web strategy, developed strategic marketing concepts and participated in a wide variety of creative projects.
- Led promotional project I to provide fans with vibrant online community tools, paid downloads, presale concert tickets, and exclusive music and videos directly from the band.
- Designed and produced two full color issues of the printed Pearl Jam fan magazine, **Deep**, including the historic Ten issue.
- Created all graphics, menus, and layouts for the official **Pearl Jam iPhone App**.

**PRINCE Minneapolis, MN, Chicago, IL and Los Angeles, CA****1998-2007**

WEBMASTER/ART DIRECTOR

- Created a wide variety of projects that promoted Prince's brand identity and empowered him to explore and pursue his artistic vision.
- Oversaw all creative efforts, working directly with Prince. Included album package design, tour books, photo retouching, merchandise, development of collateral materials.
- Spearheaded concept, and took leadership position in the highly successful, internationally recognized, and profitable **NPG Music Club** providing Prince fans with paid downloads, presale concert tickets, and exclusive music and videos directly. It was the only 100% artist-owned and controlled internet business at the time
- Earned a **Webby Award** in 2006, the same year Prince received a Lifetime Achievement Webby Award resulting from our collaborations.

**CLICK COMMERCE Chicago, IL****1997-2001**

CREATIVE DIRECTOR

- Participated in rapid growth of creative company building business-to-business extranets, growing it to into a multi-million dollar publicly-traded company. Oversaw all creative efforts for the company.
- Managed, mentored and inspired a staff that grew to eight designers.
- Created an engaging and visually appealing user interface for each client, including Hyundai , Omron, and Motorola.

## PUBLICATIONS

"Sam Jennings on Prince and the Music Streaming Business," *Subscribed Podcast*, 8/2/2016 [\[link\]](#)

"Prince Didn't Hate the Internet. And His 17 Different Websites Prove It," *Huffington Post*, 7/13/2016 [\[link\]](#)

"Prince Online Museum Launches: See the Singer's Official Websites Spanning 20 Years," *Billboard*, 7/4/2106 [\[link\]](#)

"How Prince revolutionized the Internet — according to the webmaster who helped him do it," *Washington Post*, 4/27/2016 [\[link\]](#)

## EDUCATION

**The School of the Art Institute of Chicago**, Chicago, IL