

## Jeffrey A Cenna

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Creative direction, art direction and design for all channels—whether online, motion, or printed. I love new challenges & variety, and absorb pop culture like a sponge.

### Awards & Recognition

2011: Agency Employee of the Month (June). Closerlook, Inc.  
2009: Web Marketing Association Standard of Excellence. AmitizaOnTheFly.com.  
2008: Gold Effie. State Farm NowWhat.com campaign and website.  
2007: Cannes Lion (Bronze). State Farm NowWhat.com campaign.  
2005: Agency Employee of the Month (August). Euro RSCG.  
2003: Kent State VCD Alumni Page. Website chosen for display.  
1997: National Trust Fund for the Graphic Arts. Four-Year Scholarship.

Closerlook, Inc.  
Chicago, IL

**Senior Art Director, Interactive Lead**, Jan 2010–Present  
**Art Director**, Feb 2007–Jan 2010

Establish digital POVs for Creative Team, spread digital knowledge. Manage full creative team. Lead all creative on Kraft Foods, Accenture, Takeda, and NovoNordisk accounts. Develop mobile Apps/sites. Assist on creative briefs, strategic planning, UX, resourcing, and hiring. Lead brainstorms. Direct video & photo shoots on green screen and location. Direct, develop and present websites, identity, videos, and print. Designed and pitched multimillion-dollar new business wins for Kraft Foods, Accenture, Allergan. Designed new Closerlook website and mobile site.

Tribal DDB Chicago  
Chicago, IL

**Art Director**, Feb 2006–Feb 2007

Concepted and designed Effie- and Cannes-award-winning microsites, banners and interactive communications for State Farm. Focused on young adult initiatives, guerrilla experiences, and PointRoll-enhanced placement-specific banners.

Euro RSCG Chicago  
Chicago, IL

**Senior Art Director**, May 2005–Jan 2006  
**Art Director**, Feb 2004–April 2005

Designed interactive, identity, print & POP designs for Citibank, AARP and Sprint. Generated winning new business pitches for Lowe's Valspar, Old Style Beer, Circuit City, DirectBuy, as well as Lexus, BP, Shell, Motorola.

Shared Marketing/Vortus  
Chicago, IL

**Lead Graphic Designer**, Nov 2000–Dec 2003

Developed Flash-based application to design corporate ads for dealers of Birkenstock, Volkswagen of America, Honda Motorcycles, Cingular Wireless. Generated winning new business pitches for all clients. Managed ads, press checks.

### Software & Skills

Adobe Creative Suite, Flash, ActionScript 2.0/3.0, handcoded HTML, CSS, bit of jQuery, Apple Keynote, Quark Xpress, some PHP, WordPress

Strong project- and team-management skills, art direction, client presentation, design, information architecture, storyboarding, copywriting, snappy dressing.

### Education

Kent State University, Visual Communication Design  
Bachelor of Arts Degree, Spring 2000