

Jennifer Kincaid
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Education

- **University of Illinois, Chicago, IL, 08/06 - 08/11**
MS in Biomedical Visualization
- **Northeastern Illinois University, Chicago, IL, 01/06 - 05/06**
Studied Vertebrate Histology
- **University of Illinois, Chicago, IL, 1998 - 2000**
Studied Graphic Design, Vertebrate Anatomy, Embryology, and Physiology.
- **Loyola University, Chicago, IL, 1994 - 1998**
BA, Fine Art with concentration on Medical / Scientific Illustration.
Four-year member of Loyola Honors Program.
Graduated Magna Cum Laude with highest honors.

Skills

- **Traditional:** Proficient in illustrative techniques such as graphite, pen and ink, colored pencil, pastels, watercolor, gouache, and oils. Very well trained in the principles of composition, graphic layout, color theory, perspective, and draftsmanship.
- **2D Digital:** Proficient in utilizing Illustrator, Photoshop, and InDesign to create 2D illustrations, layouts and graphic designs; as well as Premier Pro and After Effects for compositing animations. Working knowledge of Dreamweaver and Flash. Knowledge of HTML, CSS.
- **3D Digital:** Well versed in the use of 3ds Max for the creation of 3D illustrations and animations.
- **Experienced in:** medical or scientific research, reading medical documentation and manuscripts, concept development, project management, and interaction with service bureaus for print production. Accustomed to working both independently and remotely, communicating with clients and delivering products via the Internet; as well as working with a team in a collaborative effort to complete larger projects.

Experience

- **Medical Illustrator / Visual Information Specialist**
Denoyer-Geppert Science Co., 4/12 - present
Product Development: Created concept sketches for new products, and participated in brainstorming sessions around product development. Participated in the team effort to design and create new products such as a series of anatomy and physiology charts, a workbook for hand therapists, and static cling kits of the muscular system. Saw projects to completion, following and updating production schedule. Created specs for and accepted bids from service bureaus for final production. Prepared files for final production and interacted with service bureau in reviewing samples and proofs. Researched and registered copyrights for new products.

Chart Production: Researched and successfully implemented bringing previously outsourced chart printing and production in-house, thereby increasing our sales margins and decreasing excess inventory. Researched and managed the purchasing of consumables and raw materials for chart production and maintained print / production schedule. Managed and operated large format printer.

Marketing: Photographed new products and rephotographed older products requiring updated and improved imagery. Participated in the creation of the spring 2012 sales mailer. Created and implemented an email marketing system utilizing MailChimp. Designed promotional material to send out as e-blasts. Created a series of templates, for use by the sales and marketing specialist, to easily create sales flyers to send as small e-blasts to vendors and in-house list members. Started

and developed company presence in social media. Created the 2013-2014 catalog for both print and web, condensing our traditionally large tabloid-size catalog into a more economical format that is also suitable for online viewing.

Web: Assisted in redesigning company website to improve style, organization and usability. Maintained company website (utilizing previously established language in css, html, and php), updating the home page featured products, and adding / removing products from the site. Helped reorganize and redesign company database, utilizing SQL and phpMyAdmin, in conjunction with modifying the organization of products on the website. Created system for gathering metrics around website visitation during marketing campaigns.

- **Independent Contractor, 10/08 - present**
Prepare sketches, final illustrations, graphs, and graphic designs for print and web. Interact with medical or scientific professionals regarding content and necessary revisions. Read medical manuscripts, and interpret verbalized, written, or roughly sketched ideas. Propose and maintain production schedule, updating clients as project progresses. Clients include: Denoyer- Geppert Science Company, DePuy Orthopaedics, Electronic Publishing Services, the American Society of Anesthesiologists and NICTA. The illustrations focus on educating patients, students, or professionals on medical or scientific subjects.
- **Intern, The Journal of the American Medical Association, Editorial Graphics Department, 02/08 - 05/08**
Worked in collaboration with medical illustration team to produce editorial and instructional illustrations; learned about JAMA style and specifications, data display, and photo research; and helped develop models in 3ds Max for use in animations / interactives for the JAMA web site.
- **Graduate Assistant, University of Illinois Medical Center, Pediatric Endocrinology, 01/07 - 05/08**
Assisted in doctor - patient communication, scheduling, and maintenance / organization of patient information, medical records, and lab results.
- **Everyday Upper Extremity Anatomy, A Clinical Guide, Reference, and Interactive Workbook, 2012, Denoyer-Geppert Science Company.**

Publications

- **The Journal of the American Medical Association**
Illustrations published in issues: March 5, 2008, vol. 299, No. 9, p. 1096; March 26, 2008, vol. 299, No. 12, p. 1413; May 7, 2008, vol.299, No. 17, p.2011; May 14, 2008, vol. 299, No. 18, p.2232.

Awards

- **Brian & Alice Katz Award, University of Illinois, Chicago, 2008**
Awarded to an outstanding student in Biomedical Visualization, based on GPA, faculty selection, and progress.
- **Honor Society of Phi Kappa Phi, University of Illinois, Chicago, 2008**
- **Presidential Scholarship, Loyola University, Chicago, 1994 - 1998**
Academically based scholarship awarded all four years of attendance.
- **Phi Beta Kappa Gold Key, Loyola University, Chicago, 1998**
Awarded for academic excellence.
- **Loyola Mellon Award, Loyola University, Chicago, 1998**
Awarded for senior thesis / exhibit.
- **Loyola Fine Art Department Gonzka Award, Loyola University, Chicago, 1996.**

Professional Associations

- **AMI, Association of Medical Illustrators**