

jen ford

**SENIOR DIGITAL
+ BRAND DESIGNER**

**Blending creativity with
strategy to prioritize
the user experience**

Education

Bradley University
Bachelor of Arts
Graphic Design

Danish Institute
Graphic Design

Expertise

UI/UX Design
Brand and Identity
Graphic Design
Illustration
Communication
and Collaboration

Programs

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Figma
Workfront

Art Director | Integrated Campaigns and UI/UX Equitable Financial APRIL 2020 — PRESENT

- Strategizes and develops campaign concepts and designs for packages, experiences, tradeshow and digital platforms in an internal agency setting leading to 90% sales and a record-breaking year
- Led and developed our longest running campaign for our Employee Benefits, leading to widespread company recognition and a 137% increase in engaged digital users
- Works closely with UI/UX team to enact best user experience practices, helping to design effective web and online portal experiences; including template and component development, wireframing, responsive design, user research and stakeholder reviews

Digital Design and Branding Specialist Freelance DECEMBER 2018 — PRESENT

- Consults clients from diverse industries, including e-commerce, coaching, health, food and medical industries, to deliver tailored solutions for branding and identity, package design, user experience and interface design
- Provides expertise to clients on best practices to develop marketing and design strategies for their businesses

Creative Director Bump Boxes MAY 2017 — DECEMBER 2018

- Worked closely with web development team to A/B test and redesign internal website flows and wireframes based on extensive UI/UX research
- Generated a \$1.4 million revenue increase in one fiscal year while overseeing all marketing and creative teams
- Supervised seven direct reports along with weekly coaching; collaborated with leadership including: CEO, Director of Operations, Chief Visionary, and Director of Merchandising
- Executed the launch of a new brand extension by leading a cross-functional team that included package design, web design, advertising, brand management and market positioning
- Personally oversaw the marketing and design expansion of four brands, while maintaining company sales and e-commerce conversion rates
- Designed and directed over 190 content pieces per month for marketing channels

Graphic Designer and Social Media Manager Bump Boxes MAY 2015 — MAY 2017

- Executed all design projects from social media content, package design, web and print materials, to app interface design and branding development
- Worked with lead developer to brand and launch a brand new mobile application for both iOS and Android; included journey mapping, research, LoFi and HiFi wireframing, prototyping and user testing
- Conducted focus groups, developed and launched two new brands from conception to physical product sales, resulting in over 100k units sold in first two years