Jessie Garrett Digital Designer

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Experience

SelectBlinds.com Web / UI Designer

Production of digital assets for B2C website; product image retouching, color correcting, compositing, optimization, maintenance of digital libraries, and uploading to image server. UI design solutions; research, create concepts using UI elements, provide art direction to developers, manage project development, QA testing of UI intuitiveness and responsiveness.

Tempe, AZ | Jan. 2020 — Present

Femtelligence LLC. President, Freelance Designer

Responsible for creating a high volume of digital assets for clients in the Ecommerce space. Performing digital transformations: strategy for online business, utilize digital marketing tools and website builders, improved UX. Enhanced brand awareness and identity with compelling visuals and storytelling via digital media marketing and social media channels.

IL, AZ | June 2018 — Present

Loft on Lake Digital Media Marketing Specialist

Contributed to growth by maintaining a competitive edge. Implementation of automated operational procedures for better workflows. Executed a digital refresh; enhanced content for listing sites, website re-design; leveraged top search placement and positive user reviews to produce a content-heavy website for transparent client communication.

Chicago, IL | May 2016 — May 2018

Current (Interpublic Group) Designer, Photographer

Responsible for designing creative content including photography to supplement PR initiatives and marketing activations for top-tier clients: Clorox (Glad Trash, GreenWorks, Burts Beeswax, Liquid Plumr, Kingsford Charcoal, Brita, Hidden Valley Ranch) Shamrock Farms (Rockin' Refuel), General Mills (Big G, Cereal Lovers, Lucky Charms), Müller Quaker Dairy (PepsiCo.), Mars (GoodnessKnows), Wilton Industries, Johnsonville, Champion.

Chicago, IL | Nov. 2013 — April 2016

Qualifications

Skills	Software	Strategy	Language
Website Design	Adobe Creative Suite	Conceptualization	Copywriting & Editing
UI Design	Website Builders	Problem Solving	HTML & CSS
Information Design	Ecommerce Solutions	Innovation	
Presentation Design	Microsoft Suite	Out-of-the-Box	**Industries**
Digital Asset Production	Google Suite	Analysis	
Content Creation	CRM Systems	UI Research & Testing	B2C, B2B
Photo/Image Editing	IRC Systems	Automation	Consumer Goods
Marketing Collateral	Scheduling Tools	Storytelling	Consumer Services
Branding & Identity	Document Management	Promotions	Personal Services
Photography	Email Marketing	Networking	Health & Wellness
CPG Design	Project Management	Workflows	Public Relations
Video Editing	Time Management	Procedure	Events Services
Page Layout Design	Optimization Tools	Social Media	E-Learning
Template Styling	Payment Transaction	Cloud-Based	Fine Art & Photography
Illustration	Social Media Tools	Engagement	Marketing & Advertising

Education

Illinois Institute of Art — Chicago Visual Communications

BFA in Graphic Design

Chicago, Illinois | August 2009 — June 2013