



PROFESSIONAL SUMMARY

Senior Graphic Designer and Creative Strategist with 20+ years of experience creating integrated print and digital marketing campaigns, brand systems, user experiences, and e-commerce solutions. Proven history of partnering with Fortune 500 brands, national retailers, agencies, and executive stakeholders to deliver creative that supports measurable business objectives. Experienced leading projects from concept through production while maintaining brand standards across multiple channels. Entrepreneurial business owner with expertise spanning graphic design, UX, creative direction, digital marketing, Shopify, email marketing, illustration, and conversion-focused design.

CORE COMPETENCIES

Graphic Design • Creative Direction • Brand Identity • Marketing Campaigns • Print Design • Digital Design • Typography • Layout • Adobe Creative Suite • UX Design • Website Design • Responsive Design • Landing Pages • Email Marketing • Shopify • SEO • Conversion Optimization

SOFTWARE

Quickly learn and adapt to new software, platforms, and technologies.

Photoshop • Illustrator • InDesign • Lightroom

Shopify • Amazon Seller Central • Etsy Seller • Klaviyo • HTML/CSS • WordPress

Google Analytics • Meta Business Suite • SEO • Google Search Console • Yoast

Microsoft 365 • Google Workspace • Monday.com • Slack • Buffer

ChatGPT • Grok

PROFESSIONAL EXPERIENCE

Founder & Creative Director

Forged Flare® | McKinney, TX | November 2020 – Present

Founded and lead the creative vision for a nationally recognized e-commerce brand, overseeing branding, product design, digital marketing, user experience, and creative strategy.

- Founded and grew a direct-to-consumer brand by leading every aspect of creative strategy, branding, product design, user experience, digital marketing, and visual communications.
- Designed an original product line from concept through production, creating hundreds of handcrafted product designs and supporting marketing assets.
- Direct all brand creative, including visual identity, packaging, product photography, print collateral, email marketing, social media, advertising, and website design.
- Designed, built, and continuously optimize the Shopify e-commerce experience, including UX, landing pages, merchandising, product pages, and conversion-focused customer journeys.
- Develop integrated marketing campaigns across Shopify, Amazon, Etsy, Michaels, Klaviyo, Meta, Pinterest, and organic search while maintaining consistent brand standards across every customer touchpoint.
- Built a nationally recognized brand featured in Forbes, Inc., Business Insider, Good Housekeeping, Better Homes & Gardens, HubSpot, Buffer, and the U.S. Chamber of Commerce.

Senior Interactive Designer

Triad Retail Media | Remote | March 2009 – September 2019

Clients Included: Walmart • ASDA • CVS Pharmacy • eBay • Staples • Microsoft • Samsung • Google • Nintendo • Disney • FedEx • Coca-Cola

Designed integrated digital marketing campaigns, e-commerce experiences, and shopper marketing initiatives for Fortune 500 brands and leading global retailers. Collaborated with cross-functional creative, marketing, copywriting, development, and project management teams across the United States, United Kingdom, and Australia to deliver customer-focused digital experiences in a fast-paced agency environment.

- Designed digital marketing campaigns, merchandising experiences, and customer-facing content for major retailers including Walmart, ASDA, CVS Pharmacy, eBay, and Staples.
- Partnered with globally recognized brands including Microsoft, Samsung, Google, Nintendo, Disney, FedEx, Coca-Cola, Johnson & Johnson, Lenovo, Dell, Intel, Nestlé, Toyota, Chase, and PayPal to develop engaging digital marketing experiences.
- Served as Acting Art Director for Walmart.com's In Stores Now team, providing creative leadership, mentoring designers, establishing creative direction, and collaborating with project managers, copywriters, and developers during a major organizational transition.
- Designed responsive websites and digital experiences for ASDA, including ASDA Recipes, ASDA Business, and ASDA Baby & Toddler Club, from concept through launch.
- Created UX concepts, wireframes, visual prototypes, and presentation materials that supported stakeholder reviews, client approvals, and usability testing initiatives in the United Kingdom.
- Led creative development for eBay's national Small Business Saturday campaign sponsored by FedEx, designing homepage experiences, landing pages, email campaigns, and promotional assets that aligned with newly established brand standards.
- Redesigned customer-facing content and department experiences for CVS while identifying opportunities to improve merchandising, advertising placement, and user engagement.

Senior Web Designer & Front-End Developer

Bayshore Solutions | Tampa, FL (Remote) | August 2007 – March 2009

Designed websites, digital marketing campaigns, and conversion-focused user experiences for organizations ranging from small businesses to Fortune 1000 companies. Partnered with designers, developers, marketers, and project managers to deliver strategic digital solutions while serving as the agency's first fully remote designer.

- Designed responsive websites, landing pages, email campaigns, microsites, and digital marketing assets that balanced business goals with user experience best practices.
- Collaborated with cross-functional teams to create conversion-focused digital experiences for clients including Carnival Cruise Line and Elizabeth Arden.
- Designed and hand-coded websites and landing pages using HTML and CSS while working closely with developers to implement custom ASP.NET content management solutions.
- Developed high-performing landing pages that exceeded client expectations, including one campaign achieving a conversion rate greater than 13%, resulting in expanded engagements.



Senior Graphic Designer • UX Designer • Creative Strategist

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Art Director

The HLA Group | Tampa, FL | May 2006 – July 2007

Led creative projects from concept through production for clients in the tourism, transportation, consumer brands, real estate, and hospitality industries. Developed integrated marketing campaigns across print and digital media while collaborating directly with clients, vendors, and cross-functional creative teams.

- Designed integrated marketing campaigns including advertising, brochures, corporate identity systems, websites, email marketing, point-of-sale materials, billboards, presentations, and promotional collateral.
- Partnered with organizations including Tampa International Airport, the Greater Tampa Chamber of Commerce, and Carib Beer to develop strategic brand communications and marketing initiatives.
- Directed projects from concept through final production, including creative development, client presentations, vendor coordination, proofing, production oversight, and quality assurance.
- Developed brand identities and visual communication systems that maintained consistency across both print and digital channels.

Art Director

Rising Star Creations | Tampa, FL | August 2004 – April 2006

Led creative projects for both client and in-house initiatives, developing marketing materials, branded merchandise, websites, and e-commerce experiences. Worked directly with clients to translate business objectives into cohesive visual solutions across print and digital channels.

- Designed branding, custom apparel, promotional products, marketing collateral, websites, and e-commerce experiences for businesses, organizations, sporting events, and fundraising campaigns.
- Designed and managed the company website, increasing organic traffic by more than 300% through improved design, usability, and search visibility.
- Built and managed the company's eBay storefront, increasing online sales by more than 40% while maintaining a 100% positive customer feedback rating.
- Self-taught HTML, web design, and emerging digital marketing technologies to expand the company's online presence and establish a foundation for future digital initiatives.

EDUCATION

East Tennessee State University | Johnson City, Tennessee

Bachelor of Science

Concentration in Visualization & Animation (traditional hand-drawn 2D animation), Minor in Art

University of Huddersfield | Huddersfield, West Yorkshire, England

International Student Exchange Program

Walters State Community College | Morristown, Tennessee

Studies in Microsoft Information Systems & Visual Basic



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