Senior UX & Digital Designer

E-Commerce • Visual Design • Brand
Creative Direction • Customer Experience

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Jennifer Street • McKinney, TX

Professional Summary

Creative leader with **20+ years of experience** helping brands connect with customers through thoughtful design, strategic marketing, and engaging digital experiences. My career spans agency, **Fortune 500 retail, entrepreneurship, UX, branding, illustration, front-end development, and e-commerce**. I enjoy solving complex business problems with creative thinking and thrive at the intersection of **strategy, technology, and design**. Naturally curious and quick to learn, I explore AI, automation, and emerging technologies to build better creative workflows and solve real business problems.

Core Competencies

Creative Direction • Art Direction • Graphic Design • UX Design • Web Design • Digital Design • E-Commerce • Brand Identity • Creative Strategy • Customer Experience • Responsive Design • Accessibility / WCAG • Shopper Marketing • Retail Media • Digital Marketing • Email Marketing • Product Design • Packaging • Print Design • Illustration • Conversion Optimization • SEO

Tools & Technology

Design: Adobe Creative Suite, Photoshop, Illustrator, InDesign, Sketch, Adobe XD, Figma

Web & E-Commerce: HTML/CSS, Shopify, WordPress, Klaviyo, Google Analytics, Hotjar

DAM/CMS: Sitecore, Enterprise & Proprietary Systems

AI: Grok Bot, ChatGPT, Adobe Firefly, AI Agents, AI-Assisted Development & Automation

Collaboration: Microsoft 365, Google Workspace, Jira, Monday.com, Slack

Professional Experience

Founder & Creative Director

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

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

- Integrate **Grok Bot into business operations**, building specialized AI agents and automated workflows across social media, content creation, email marketing, and customer flows.
- Designed and launched an **original product line** from concept through production, creating **hundreds of products** and supporting marketing assets.
- **Designed and built the Shopify e-commerce experience and continuously optimize it**, using Google Analytics and Hotjar behavioral insights to inform UX, landing pages, merchandising, product pages, and conversion-focused customer journeys.
- Direct all brand creative, including visual identity, packaging, product photography, print collateral, email marketing, social media, advertising, and website design.
- Develop **integrated marketing campaigns** across Shopify, Amazon Seller Central (Brand Registry), 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.

Independent Creative Director

Jen Street, LLC | *Remote | May 2004 – Present*

Provided branding, graphic design, illustration, web, print, and digital marketing services to clients nationwide across consumer products, retail, entertainment, healthcare, nonprofit, and small business markets.

- Created original **illustration, apparel graphics, branded merchandise**, marketing materials, visual identities, websites, digital advertising, presentations, and campaign creative.
- Developed concepts from **initial client direction through finished designs**, balancing creative objectives, brand requirements, production needs, budgets, and deadlines.
- **Managed projects independently in a remote environment**, communicating directly with clients and delivering high-quality creative on fast turnaround schedules.

Senior Interactive Designer

Triad Retail Media (WPP) | *Remote | March 2009 – September 2019*

Designed integrated digital marketing campaigns, e-commerce experiences, and shopper marketing initiatives for Fortune 500 brands and leading global retailers. Collaborated with cross-functional teams across the United States, United Kingdom, and Australia to deliver customer-focused digital experiences.

- 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, accessible websites and digital experiences for ASDA**, including ASDA Recipes, ASDA Business, and ASDA Baby & Toddler Club, incorporating **WCAG accessibility practices** such as color contrast and accessible multimedia content.
- 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.

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.

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** across advertising, brochures, corporate identity, websites, email, point-of-sale, 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.

Art Director

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

Led creative projects from concept through production for client and in-house initiatives, creating custom apparel, branding, promotional products, and marketing collateral while designing and managing the company's website and e-commerce presence.

- Built and managed the company's website and **eBay storefront**, increasing **organic traffic by more than 300%** and **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