

JESSICA FENDER

Visual Designer

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WORK

► **BABYCENTER.COM | Art Director**

May 2017 - Present, San Francisco, CA

- Brainstormed, designed and delivered effective creative assets for social media across channels (Instagram, Facebook, Pinterest, Twitter, Snapchat and YouTube) for organic and promoted reach and engagement efforts.
- Collaborated with key cross-functional partners to ensure that concepts meet business needs and ensure strategic and tactical creative objectives are met
- Designed the on-boarding app tour experience to increase registrations
- Created style guides for branded content and sponsored videos
- Collaborate with developers and product managers to deliver effective design experiences
- Lead partner in the redesign of responsive stage pages, menu and footer

► **CAPTURA GROUP | Visual Designer to Art Director**

June 2013 - May 2017, San Diego, CA and Francisco Bay Area

- Developed strategic and effective creative solutions for brands such as Kellogg's, Unilever, Pringles, Keebler, Knorr, Ponds, Bimbo, Dove, Allstate, La Costeña and Jumex
- Efficiently deliver compelling Visual Design, UX, banner advertisements and social media campaigns
- Collaborated across teams to execute on the creative strategy from idea, to concept to final product
- Managed a team of designers including providing art direction/design feedback and implemented collaboration methods to ensure efficient workflow
- Designed a number of storytelling creative pitches that generated new business to the agency

► **MITZY COUTURE | Senior Graphic Designer**

December 2012 - June 2013, Beverly Hills CA

- Produced social media posts, sales kits, in-store print materials, fashion catalogs and website
- Oversaw photo shoots and video productions
- Responsible for all photo-retouching and editing
- Collaborated in the planning and logistics of the opening of Mitzy's boutique in Beverly Hills in the iconic Wilshire Hotel

QUALIFICATIONS

- Over 8 years of experience in visual design, from idea, to concept to final product
- 4 years of experience working in digital agency
- Exceptional organizational and time management skills with attention to detail
- Ability to grasp client needs and consider effective creative solutions
- 2 years of experience leading a design team giving art direction and managing team workloads

EDUCATION

- CETYS University, Tijuana Baja California, Mexico
MBA WITH A CONCENTRATION IN MARKETING
- CETYS University, Tijuana Baja California, Mexico
BA IN DIGITAL GRAPHIC DESIGN ENGINEERING

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Premiere
- After effects
- InVision
- Keynote
- PowerPoint
- Word
- Excel

LANGUAGES

Fluent in English and Spanish