JHAIMESEN JACKSON

Graphic Designer & Marketing Professional

CONTACT

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EDUCATION

B.F.A. in Animation,
Savannah College of Art & Design
2008 - 2012

SKILLS

Graphic Design

Typography | Vector Illustration
Logo Design | Motion Design

Digital Design

Web Design | HTML5 | Web Editing
Web Maintenance | Email Design
Digital Marketing | Social Media
User Experience Design (UX)

Photography & Videography

Photo Editing | Video Production
Film Editing | Audio Engineering

Animation & Motion Graphics

2D | 3D | Traditional | Flash
Character Design | Storyboarding
Modeling | Rigging | Visual Effects

Software Proficiency

Adobe | Photoshop | Illustrator
InDesign | Dreamweaver | Flash
Character Animator | Audition
After Effects | Premiere| XD
ToonBoom | AutoDesk Maya
Captivate| Figma | Canva

OBJECTIVE

Multi-skilled artist and graphic designer with 8 years of professional marketing experience seeking mid-level design roles within forward-thinking creative teams. Passionate about creating innovative designs that drive brand engagement and crafting visual stories to elevate brand experience.

WORK EXPERIENCE

Marketing UX Design Specialist

ABNB Federal Credit Union | 2021 - present

- Analyzed and optimized workflows within the ABNB company website, while implementing user-centric design principles and best practices to enhance usability, accessibility, and engagement of ABNB online banking channels.
- Utilized FiServ based data extraction tools and querying skills to gather relevant demographic insights and create targeted marketing lists for mailing campaigns.

Marketing Graphic Design Lead

ABNB Federal Credit Union | 2016 - 2021

- Served as ABNB's internal graphic designer, multimedia designer, and webmaster; Initiated the creative for corporate stationary, letterheads, flyers, posters, newsletters, annual report booklets; And spearheaded the creation of new designs for credit and debit cards, postcards, billboards, vehicle wraps, and specialty logos for select lines of business.
- Worked closely with the Marketing Manager and Director of Brand to ensure consistent brand representation across all print and digital media channels.
- Worked closely with third-party print vendors to facilitate orders of in-branch marketing materials, and with mail houses to coordinate the distribution of communication pieces mailed to our members.
- Filmed, produced, and animated a series of informative videos, including In-House Staff Training Videos, Member Testimonials, Financial Education Videos, and Promotional Videos for various products and services.
- Developed interactive training courses with Adobe Captivate, and earned my certification as an Adobe Captivate Instructional Design Specialist (2019).

Marketing Assistant & Web Designer

ABNB Federal Credit Union | 2015 - 2016

- Maintained the ABNB company website and digital marketing channels by providing regular updates to landing pages, images, and promotional content.
- Provided logos, PMS colors, and other brand assets to third-party vendors for marketing efforts and promotional items.
- Designed fully-coded HTML email templates within VerticalResponse for email marketing campaigns.
- Acted as the responsive point of contact to troubleshoot issues with the company website and with in-branch digital marketing channels.

Customer Support Representative

InMotion Hosting | 2013 - 2015

- Provided customer support by managing billing processes, identifying and troubleshooting technical issues with web hosting services, and implementing solutions to quickly resolve customer frustrations.