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**Visual Designer with a strong focus on brand strategy + website + UX design.**

## EXPERIENCE

Jan 2008–  
Present

### Jennifer Alt Design // Austin, TX // Entrepreneur + Visual + Digital Designer

- Website designing + development—Archco.org, SocoBusiness.net, ModifiedAccess.com, JessicaGebhart.com
- Designing brand identity + strategy—Deleigh Hermes, One Light Charcoal, Killer Smoked BBQ
- Conceptualizing + executing—digital design, website design, campaign design, package design
- Invoicing, project managing, self promotional marketing and dedicated customer service

Aug 2008–  
Dec 2016

### Act Global Ltd. // Austin, TX // Creative Marketing Manager

*Early Positions: Senior Visual Designer, Marketing Coordinator, Marketing Specialist*

#### Design Specific

- Designed, developed and launched ActGlobal.com, —solidifying new brand hierarchy, voice, market strategy
- Spearhead global efficiency by programming a back end digital portal centralizing latest technical, sales, and visual assets—utilizing thoughtful IA and a clean UI
- Designed UI / UX, responsive, Word Press, e-commerce
- Coded HTML5, Javascript, CSS
- Directed international creative team under tight deadlines for various marketing projects
- Designed international event booths to include structure, visuals assets, digital video, lighting, photo booth, social, sales decks, and promotional collateral
- Created digital campaigns advocating brand awareness, increasing sales, and lead conversion

#### Marketing Specific

- Lead global creative vision, and marketing strategy, for 5 product verticals for 7 international offices
- Rolled out new program obligations in support of FIFA, World Rugby, and FIH certified memberships
- Harnessed B2B partner relationships through attentive communication, strategy, and joint marketing execution
- Launched various niche product innovations with thoughtful go-to-market strategy and visual assets
- Brand ambassador and spokesperson and for 2 live interviews on Fox New's Fox & Friends morning show, —generating 200+ new leads in one day
- Pitched new program initiatives at a Netherlands FIFA marketing conference to a group of 20 select global professionals—leading effort for collaboration growth

Mar 2006–  
Dec 2007

### Blue Sky Publications // Boerne, TX // Senior Graphic Designer

- Managed production and execute design of *Country Lifestyle* magazine, *Texas Hills* magazine, novel *Stairway to Heaven* by Mary Jane Ross, *Boerne Area*, and *New Braunfels Real Estate Guide*
- Art directed magazine photo shoot at the home of Mr. & Mrs. Becker of Becker Vineyards for lifestyle focus
- Assisted editing, wrote cover cut lines, selected pull quotes, photos, and typography for magazine layouts
- Promoted company and product at art galleries, industry conventions, and company events

## SKILLS

### Digital

UX/UI design  
 Web development  
 Information architecture  
 Motion graphics

### Design

Branding  
 Illustration  
 Visual design  
 Typography hierarchy

### Tools

Adobe Creative Suite  
 MailChimp  
 Keynote  
 InVision

### Fine Art

Design  
 Drawing  
 Color theory  
 Photography

### Personal

Focus  
 Creativity  
 Marketing  
 Problem solving

## EDUCATION

### Academy of Art University // San Francisco, CA

2012 Bachelor of Fine Arts  
 Web Design + New Media

### San Antonio College // San Antonio, TX

2006 Associate of Applied Science Degree  
 Sequential Graphics

### SXSW Interactive // Austin, TX

2017+ Sessions: Brands + Marketing, Design,  
 2015 Development + Code, and Tech Industry

### General Assembly UX Design Bootcamp // Austin, TX

2016 Explored user-centered design principles, and developed low-fidelity UX prototypes with InVision