

JESSICA PETERSON-RANGEL

USER EXPERIENCE DESIGNER | SENIOR CREATIVE

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WORK & EXPERIENCE

MAY 2021 - CURRENT

USER EXPERIENCE DESIGNER

goBRANDgo! | St. Louis, Missouri

With a focus on shaping and executing successful digital design that captivates user engagement, I have consistently exceeded client expectations and elevated brand experiences. By collaborating closely with highly specialized clients, I translate their goals into seamless and intuitive user experiences that drive meaningful interactions. Through creative direction, innovative conceiving, and a deep understanding of user behavior, I bring brand visions to life. Utilizing wireframes, prototypes, data, and user-centered design frameworks, I craft compelling visuals that resonate with audiences. Working alongside cross-functional teams, I ensure cohesive brand experiences across digital platforms, fostering lasting connections with users. With a proven track record of managing multiple projects and campaigns simultaneously, I deliver high-quality visuals that drive growth towards goals and ignite user engagement.

OCTOBER 2019 - MAY 2021

AGENCY DIRECTOR

MakingChips | Rockford, Illinois

As the Agency Director at MakingChips, I led a cross-trained team of creatives in operating a data-driven, results-based agency dedicated to serving the metalworking nation. With a focus on providing creative direction, I translated the diverse visions of project and retainer clients into impactful outcomes. Through the development and execution of innovative marketing strategies, I addressed the unique needs and challenges of the manufacturing industry. By implementing AGILE methodologies, I optimized internal processes and workflows, improving efficiency within our small agency setting.

AUGUST 2019 - OCTOBER 2019

SENIOR DIGITAL CREATIVE

MakingChips | Rockford, Illinois

Specialized in the metalworking industry, I delivered impactful visual solutions for multiple retainer clients. Utilized my expertise in user experience development to create engaging marketing collateral and translated complex concepts into visually stunning assets.

AUGUST 2019 - OCTOBER 2019

SENIOR DIGITAL CREATIVE

MakingChips | Rockford, Illinois

As Media Director, I led internal brand management to ensure consistent representation across digital platforms. Using visual builders, I created stunning websites with dynamic elements for enhanced user experiences. Conducting regular audits, I identified areas for improvement and optimized performance. Leveraging my front-end web development skills, I enhanced functionality and aesthetics of websites and forum themes.

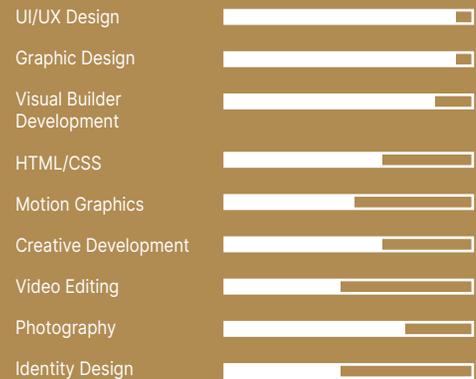
FOR FURTHER JOB HISTORY, VISIT MY PORTFOLIO:
JESSMAKESCREATIVE.WORK

Experienced creative professional with 9 years of expertise in design, seeking an opportunity to showcase skill sets in building user-focused creative experiences.. Ready to bring a unique blend of strategic vision and hands-on execution to drive impactful results and deliver exceptional creative solutions.



WANT A BETTER LOOK? VISIT MY PORTFOLIO.

EXPERTISE



EDUCATION

NOVEMBER 2020

STORYBRAND CERTIFIED GUIDE

Brand messaging framework focusing on crafting compelling brand narratives that resonate and drive results.

OCTOBER 2020

AGILE MARKETING CERTIFICATE

ICAgile-certified professional, skilled in AGILE methodologies to drive collaborative and adaptive project delivery.

2011 - 2013

ROCK VALLEY COLLEGE

Associates of Applied Science in Graphic Arts Technology