

JESSICA PETERSON-RANGEL

USER OBSESSED CREATIVE

PROFILE

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.

CONTACT

- 📞 815-243-0284
- ✉️ xjessicapetersonx@gmail.com
- 🌐 jessmakescreative.work
- 📍 Alton, IL

WORK EXPERIENCE

MAY 2021 - JULY 2023 • GOBRANDGO!

USER EXPERIENCE DESIGNER

- Led the creation of digital experiences, consistently exceeding client expectations and elevating brand experiences. Led a dynamic team of designers and developers in shaping and executing successful projects.
- Collaborated with a diverse portfolio of specialized clients; translating their goals into digital campaigns and user experiences. Worked collaboratively with cross-functional teams, including development and marketing, to ensure cohesive brand experiences.
- Led the comprehensive development of wireframes, prototypes, and interactive designs guiding projects from conception through launch and into optimization. Effectively communicated design concepts to stakeholders, clients, and development - ensuring alignment with project objectives and emphasizing user feedback throughout the project lifecycle.
- Implemented user-centric design frameworks and AGILE workflows to improve efficiency and deliver exceptional results within tight project timelines.

OCTOBER 2019 - MAY 2021 • MAKINGCHIPS

AGENCY DIRECTOR

- Acted as leadership for a creative marketing agency specializing in the manufacturing industry.
- Lead creative direction for a portfolio of project and retainer clients on projects ranging from branding development, website overhauls, and trade show management.
- Implemented AGILE methodologies, optimizing internal processes and workflows and improving efficiency within a small agency setting.
- Worked with media & sales facets to create and manage statements of work and project timelines.

JULY 2019 - OCTOBER 2019 • MAKINGCHIPS

SENIOR DIGITAL DESIGNER

- Led the conceptualization and execution of innovative digital creative strategies across multiple platforms and channels.
- Translated client objectives into compelling visual concepts, ensuring alignment with brand identity and target audience.
- Collaborated with clients to understand their goals, objectives, and user needs, creating digital experiences that exceeded expectations.

EXPERTISE

User Experience Design
Brand Creative
Web Development
Campaign Development
Creative Direction
Storytelling Photography
Motion Graphics
Video Editing
Community Management

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Adobe Lightroom
Adobe XD
Sketch
Figma
WordPress
HTML/CSS
WebFlow
Google Analytics
Google Campaign Manager
Microsoft Suite
Blendr
Cinema 4D

EDUCATION

November 2020
StoryBrand Certified Guide
StoryBrand

October 2020
AGILE Marketing Certificate
ICAgile

2013
**Associates of Applied
Science in Graphic Arts
Technology**
Rock Valley College

JESSICA PETERSON-RANGEL

USER OBSESSED CREATIVE

WORK EXPERIENCE (CONTINUED)

JULY 2016 - AUGUST 2019 • AUDENTIO LLC

MEDIA DIRECTOR

- Oversaw internal brand management, ensuring consistent brand representation and alignment across digital platforms.
- Acted as a production and client-facing role, collaborating with clients to understand their website requirements and translating them into visually appealing and user-friendly designs.
- Developed small B2C and mid-size community websites using visual builders, implementing dynamic and interactive elements to enhance user experiences.
- Conducted regular website audits, identifying opportunities for improvement and implementing enhancements to optimize performance.
- Utilized front-end web development skills (HTML, CSS, JavaScript) to enhance the functionality and aesthetics of websites and forum themes.

JUNE 2014 - MAY 2016 • GREENLEE TEXTRON

GRAPHIC DESIGNER

- Collaborated with cross-functional teams to design engaging internal communications.
- Created visually compelling trade show graphics and promotional materials to enhance brand visibility and attract attendees.
- Assisted in video production projects, including editing, motion graphics, and animations for internal and external use.
- Designed distributor-branded materials, such as brochures and sales collateral, to support marketing efforts.
- Contributed to the development and execution of product launch campaigns, designing marketing assets for print and digital platforms.

CONTACT

- 📞 815-243-0284
- @ xjessicapetersonx@gmail.com
- 🌐 jessmakescreative.work
- 📍 Alton, IL

EXPERTISE

User Experience Design
Brand Creative
Web Development
Campaign Development
Creative Direction
Storytelling Photography
Motion Graphics
Video Editing
Community Management

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Adobe Lightroom
Adobe XD
Sketch
Figma
WordPress
HTML/CSS
WebFlow
Google Analytics
Google Campaign Manager
Microsoft Suite
Blendr
Cinema 4D

EDUCATION

November 2020
StoryBrand Certified Guide
StoryBrand

October 2020
AGILE Marketing Certificate
ICAgile

2013
**Associates of Applied
Science in Graphic Arts
Technology**
Rock Valley College