

Jarred Russell

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Creative Leader with 15+ years of experience across design, team management, and digital marketing. Skilled at design thinking and strategy, aligning creative with marketing and business objectives. Motivational coach and mentor, leading teams from concept to completion and achieving tangible results. Consistently delivers successful projects on time in a fast-paced environment.

Experience

Design Consultant • Freelance • San Jose, CA **2023 - present**

- Developed marketing collateral and user flows for *MyWhatIf*, a nonprofit AI platform that helps individuals process traumatic events and envision a brighter future within a supportive community
- Created communications for the fundraising efforts of St. Martin of Tours School, demonstrating a keen understanding of audience needs

Senior Design Manager • eBay • San Jose, CA **2010 - 2022**

Initially hired as Senior Designer and received three promotions

- Played a pivotal role in a weeklong design sprint that drove **\$480M** in GMB by enhancing the end-to-end customer experience to strengthen brand loyalty and increase purchases
- Increased creative output by **100x** by developing a B2B tool, expanding cross-channel capabilities, and enabling performance optimization via multi-armed bandit testing and machine learning
- Contributed **\$327M** in GMB through the design of eBay's flagship buyer email, incorporating personalized recommendations and conversion tactics for new and existing purchase journeys
- Developed a Creative and Content Strategy, aligning the Brand Playbook with the Product Design System, providing guidance on voice and tone, and defining conversational marketing
- Streamlined email production and ensured a cohesive brand look and feel by creating a modular template system, which decreased development time by **30%** and QA time by **50%**
- Conceptualized and executed a highly visible onsite placement, showcasing the brand personality and increasing landing page traffic by **50%**
- Crafted a presentation for a proposed redesign by auditing existing creative, gathering best-in-class examples, and conducting an A/B test, resulting in **CMO buy-in**
- Led a distributed creative team, including a Project Manager, Design Managers, and UX Designers, supporting Customer Marketing, Performance Marketing, and MarTech for Global Growth
- Managed a creative agency, overseeing the annual production of **4000+** assets for **400+** campaigns across eight countries, ensuring high-quality deliverables and timely execution
- Provided art direction for photo shoots in collaboration with marketing managers, photographers, stylists, and retouchers to effectively promote key verticals
- Gave valuable feedback during creative reviews, ensuring projects adhered to strategic briefs, followed brand guidelines, utilized best practices, and met campaign objectives

Interactive Designer • Design Reactor • Campbell, CA **2007 - 2010**

- Designed engaging microsites and interactive experiences for clients, including Disney, HP, and Cisco

Graphic Designer • Avanquest Software • Pleasanton, CA **2004 - 2007**

- Increased product sales through effective packaging, managing the entire design process

Graphic Designer/Artist Assistant • T-Square Graphics • Savannah, GA **2003 - 2004**

- Prepared electronic files to be press-ready, working closely with press operators to increase understanding of two- and four-color printing, die-cutting, gluing, and embossing techniques

Graphic Artist/Production Assistant • WSAV3 – NBC Affiliate • Savannah, GA **2002 - 2003**

- Designed news graphics for on-air broadcasts, meeting strict deadlines

Education

Bachelor of Fine Arts in Graphic Design **2001**

Savannah College of Art and Design

Skills

Design Thinking, Creative Strategy, Leadership, People Management, Problem Solving, Creative Direction, Art Direction, Branding, Digital Marketing, Digital Design, Graphic Design, Interactive Design, Concepting, Ideation, Wireframes, Mockups, Storyboarding, Prototyping, User Research, Customer Journeys, Social Listening, Usability Testing, Web Design, Email Design, Responsive Design, Print Design, Broadcast Design, Landing Pages, Typography, Layout, Color Theory, Photography, Design Production, Design Systems, Adobe Creative Cloud, Figma, HTML & CSS, Google Docs, Google Slides, Slack, Zoom, Microsoft Office