

JARRED RUSSELL

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Summary

Dynamic and ROI-driven design leader skilled at modernizing and optimizing the creative direction of industry-leading brands. Offering 20+ years of design experience, including 11+ years in the e-commerce and marketing industries. Enjoys blending art, technology, and data-based decision-making to drive creative results and improve performance. Motivating coach and mentor to diverse cross-functional creative teams and agencies. Recognized for consistently delivering successful projects on time and within budget. Skilled at designing out-of-the-box strategies to address underperforming business areas.

Industry Strengths: Creative Direction, Design Strategy, Graphic Design (Print, Web, Broadcast), People Management, Branding, Production, Process Optimization and Improvement, Change Management

Tools: Sketch, Figma, InVision, Illustrator, Photoshop, After Effects, Slack, Zoom, Google Slides, Google Docs, MS Office, familiar with HTML and CSS

Experience

eBay | Senior Design Manager | 2010 - 2022, San Jose, CA

Oversaw the direction of a diverse and multi-disciplined team of creative and content strategists, graphic designers, and UX/UI designers focused on enhancing eBay's marketing channels.

- Delivered ~4,000 assets per year, including ~400+ marketing campaigns, UX patterns, user experience research, and customer journeys.
- Provided creative guidance for Customer Lifecycle Marketing, including Incentives, Nursery, Active Buyer, Early Churn, and Reactivated audiences. Explored pilot campaigns, including Top Watched, Top Sold, and Trending items.
- Ensured all creative content (look, feel, voice, and tone) was on brand by providing feedback to design teams to improve or optimize the final experience.
- Streamlined email design while also driving a more cohesive brand look by creating a Global Email Template (GET) to provide a globally consistent visual framework while slashing development and QA time by up to 50% for ~800M emails.
- Contributed to \$327M in GMB for 2020 by helping to create eBay's multifaceted flagship buyer email that has now scaled into a personalized buyers' journey with conversion tactics.
- Delivered ~\$9M in cost savings by slashing creative agencies from 11 to 1 without delaying a single marketing campaign.
- Participated in a weeklong design sprint estimated to have driven \$480M in GMB by considering and optimizing the end-to-end customer experience to push towards long-term brand loyalty and increased purchases.
- Increased channel support from onsite and email to include social and display. Expanded regional scope from the United States to include the United Kingdom, Germany, Australia, France, Italy, Spain, and Canada.
- Assisted with the overall strategy, process development, and staffing for newly added services, including UX Design, Creative Strategy, Social Listening, User Journeys, User Research, Innovation, and Automation.

Design Reactor | Associate 2D Designer | 2007 - 2010, Campbell, CA

Served as a creative lead for high-profile marketing & branding initiatives, guiding the entire creative life cycle from concept to artistic design to engineering hand-off.

- Promoted the partnership between HP and Diane von Furstenberg for their [Fashion's Night Out Event](#), designing the touch screen experience for a multi-screen interactive shopping display.
- Helped beat out 3 other agencies to land Disney's What Will You Celebrate? Campaign by creating an informative and fun microsite showcasing the popular event.

Avanquest Publishing | Graphic Designer | 2004 - 2007, Pleasanton, CA

Provided full-spectrum graphic design services with a focus on the packaging of Avanquest's suite of products.

- Successfully increased product sales through effective package design, guiding the entire design initiative from concept to completion and managing all stages of the packaging process.
- Ensured all color and branding standards were maintained by building collaborative relationships with designers and printers.
- Served as creative QA leader, reviewing first articles of all printed pieces, setting corrective actions, and approving boxes for distribution.

Education

Savannah College of Art & Design (SCAD)
Bachelor's Degree in Graphic Design, *cum laude*