

JON VINCENT

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Why Me:

I'm an art director with 10+ years experience creating and producing unique and compelling creative. Passionate about comprehensive and strategic brand building design. Demonstrated ability to work both independently and collaboratively within a Fortune 4 creative agency. Big picture thinker with emphasis on conceptual design. Perform under tight deadlines with unexpected changes in direction and priorities.

Work Experience:

Art Director, Healthcare | Chewy

July 2022 - present

- Responsible for taking multi-channel campaigns from concept to completion
- Produce creative that supports on-site promos, email, paid & organic social posts and videos
- Provide art direction to studio teams to ensure creative aligns to concept
- Work cross functionally to support account and project management teams

Senior Designer | Sprinklr

12/2021 - July 2022 (laid off)

- Concept creation, design and execution for all web, email and social media graphics supporting sales and lead generation efforts
- Lead on designing product led demos
- Pushed design language to further expand upon the visual identity
- Led an audit to document Sprinklr's design system. Migrated files into Figma, and built out master templates for design cohesion

Senior Creative & Design Manager, Internal Agency | Aetna®

02/2017 - 12/2021

- Supported C-level, member and employee initiatives by providing concepts on strategic brand campaigns, Aetna sponsored events, and broker incentive trips
- Provided concepts and storyboards for animated videos and live action shoots
- Design lead for Aetna and CVS brand visual identity after CVS acquisition
- Worked strategically with account and project teams to align creative to briefs
- Built out master brand templates and style guides for internal and external teams
- Provided mentoring and coaching to junior designers
- Proactively created and managed Adobe CC libraries for whole design team

Senior Graphic Designer | DMI Marketing

02/2015 - 02/2017

- Worked with team to identify client visual identity and communication strategy
- Designed branding, print collateral, wordpress websites, and email campaigns
- Managed Hubspot by creating automated workflows to streamline lead funnel; designed landing pages to convert leads; conducted A/B testing
- Managed relationships with 3rd party vendors

Lead Graphic Designer | SmarterMedium

10/2010 - 02/2015

- Designed quick reference guides, user guides, powerpoint templates and eLearning tutorials specifically for SuccessFactors and SAP software
- Leveraged company guidelines to ensure client deliverables were consistent across multiple mediums

Highlights:

Conceptual design
Strategic thinking
Art direction
Adobe CC suite
Figma
Ceros
Visual design
Storyboard design
Team leadership
Quality assurance
Efficiency advocate
Logo design
Kerning fanatic

Education:

B.S. Multimedia & Graphic Design

Champlain College, Burlington, VT
2004 - 2008
