

# Jon Vincent

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## Why Me:

I am an Associate Creative Director with 15 years of experience crafting and delivering innovative, impactful creative solutions. I specialize in comprehensive and strategic brand-building design, blending big-picture vision with a strong emphasis on conceptual development. Known for excelling under tight deadlines and adapting to shifting priorities, I bring a dynamic and flexible approach to every project. With a proven track record of leading teams, managing resources, and consistently meeting accelerated timelines, I thrive in fast-paced, collaborative environments where creativity and strategy intersect.

## Work Experience:

### Associate Creative Director, Chewy

January 2024 - present

Currently lead a production team of six designers and copywriters, driving the development of high-impact creative assets across diverse channels, including daily email campaigns, CRM-triggered email series, direct mail, onsite banner placements, product landing pages, and app visuals for U.S and Canada initiatives.

- Manage end-to-end project delivery on accelerated 1–2 week timelines, prioritizing precision, efficiency, and speed to market
- Deliver optimized creative solutions that enable rapid testing, leverage data-driven insights, and drive continuous improvement for optimal performance
- Strategically enhance the user experience by ensuring consistency and cohesion across all design and copy touchpoints, while maintaining a holistic approach to audience engagement for every cohort
- Responsible for designing and overseeing the development of our onsite creative and email design systems in Figma, streamlining workflows and driving operational efficiencies

### Art Director, Chewy

July 2022 - January 2024

- Led the end-to-end development of multi-channel healthcare campaigns, with a primary focus on Flea & Tick, Pharmacy, and CarePlus Insurance
- Delivered impactful creative assets designed to drive mid-to lower-funnel conversions, including onsite promotional banners, email campaigns, paid and organic social posts, and video content
- Provided art direction to studio teams, ensuring all creative aligned with campaign concepts; crafted detailed photo shot lists and directed animators to bring concepts to life with precision and creativity

## Highlights:

Creative direction  
Strategic thinking  
Team leadership  
Conceptual design  
Production design  
Visual design  
Storyboard design  
Adobe creative cloud  
Figma

## Education:

B.S. Multimedia & Graphic Design  
Champlain College  
Burlington, VT  
2004 - 2008

### **Senior Designer, Sprinklr**

12/2021 - July 2022 (laid off)

- Developed concepts, designs, and executed web, email, and social media graphics to support sales initiatives and drive lead generation
- Served as the lead designer for product-led demos, crafting engaging visuals to showcase key features and functionality
- Evolved the brand's design language, expanding and refining the visual identity to enhance brand consistency and impact
- Conducted a comprehensive audit of Sprinklr's design system, migrated assets into Figma, and created master templates to ensure design cohesion, which streamline workflows

### **Senior Creative & Design Manager, Internal Agency at 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
- Provided mentoring and coaching to junior designers
- 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
- 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

