



JADE WIGGINS

www.jadewigginsdesign.com

EDUCATION

BFA Communication Design

2015 - 2018 Texas State University
San Marcos, Texas

AAS Communication Design

2012 - 2015 Texas State University
San Antonio, Texas

SKILLS

Digital/web design including UX/UI design
Wordpress/DIVI knowledge
Social media sizing and best practices
Motion graphics and video editing
Brand strategy and art direction
Design research
Logo Design
Marketing materials
Illustration
Print
Proficient in Adobe Creative Suite

BACKGROUND

I am an experienced Lead Digital and Visual Designer with skill sets in branding, web design, logo design, and motion graphics. I have a passion for elevating the brand experience through creative design strategy by focusing on the audience and research to create unique, thoughtful, problem-solving and on-brand visual communication.

EXPERIENCE

Bspoke Title Holdings • Austin, Texas | April 2022 - September 2023

Lead Graphic Designer

Management of 10 partnered title companies' websites, integrations, brand touchpoints/print assets/marketing material, and social media posts. Created area-specific zip code or MLS area maps alongside the data analyst to provide informative displays of home cost trends and marketing materials to equip our companies' escrow officers with informational material related to title industry-specific content including banking technology, wire fraud awareness, and educational pieces around home-buying and closing processes. Managed the web development of title industry tools, such as net sheet calculators and interactive web pages dedicated to resources. In addition, responsible for designing logos for new companies opened, including management of ordering & designing their brand touchpoints.

Alter Endeavors • Austin, Texas | June 2018 - April 2022

Lead Graphic Designer

Project management and leading design of clients' projects: websites, logos, various print assets, brand touchpoints, and/or social media posts. Responsible for web design, project execution, and timelines—coordination between the client and developers to execute exceptional brand and web experiences. Maintaining consistency across multiple screens and responsible for QA and proper functionality. Responsible for training junior graphic designers and executing on brand strategy between teams.

Graphic Designer - (previously)

Design of clients' websites, logos, various print collateral, branding, and social media ads while working closely with the Creative Director. Responsible for web design and execution, branding and logo touchpoints, social media posts and animations, while in coordination between the client, developers, and the Creative Director to execute exceptional experiences. Maintaining consistency across multiple screens and responsible for QA and proper functionality.

Jr. Graphic Designer - (previously)

Responsible for designing social media posts, social media profile cover graphics, and websites and/or web pages. Design of social media advertisements, banners, and graphics consistent across social media channels. In addition to designing social and print material—increasing client engagement in website and landing page design, coordinating digital execution with the team and client.

Zilker Media • Austin, Texas | June 2018 - June 2019

Jr. Graphic Designer

Responsible for designing social media posts and social profile cover graphics. Designing advertisements consistent across social media channels, while maintaining creativity parallel to client's needs.

ColorMix Graphics & Printing • San Marcos, TX | Jan 2018 - May 2018

Graphic Design Intern

Design of logos, books, banner, stationary systems, posters, and ads. Using an in-house printer to fulfill print jobs. I developed a strong ability to meet tight deadlines and work quickly on multiple jobs and communicate with clients' to fulfill design related deliverables.