

JACKIE LACKENBACHER

Design Manager and Leader



📞 619.838.7320 | ✉️ JLACKENBACHER@OUTLOOK.COM | 🌐 JLACKENBACHER.COM

SKILLS

Leadership & Management
Print & Digital Design
Brand Awareness & Strategy
User Experience Design
User Interface Design
Project Management
Email Marketing
Frontend Development
Usability Testing
Workflow & Process Improvements
iOS & Android
Motion Graphics
Video Editing
Illustration
Agile Software Development
HTML, CSS & JavaScript
Bilingual (English/Spanish)
Adaptable to New Technology

DESIGN SOFTWARE & SYSTEMS

Creative Software:

Adobe Creative Suite: Xd, Illustration, Photoshop, InDesign, Dreamweaver, Animate, After Effects, Premier, Bridge, and Acrobat Pro

Sketch

Figma

InVision

Axure RP

Atom

Microsoft 365: Word, Excel, PowerPoint, and Microsoft Teams

Marketing Software:

BlueHornet, Mailchimp, Constant Contact, Epsilon/Harmony, Litmus.

Content Management System (CMS):

Drupal, WordPress, DNN software, NetCommunity (Blackbaud), Kentico.

Project Management Software:

Basecamp, Miro, Workamajig, ClickUp, Basecamp & Microsoft Projects.

PROFILE

Design manager and leader with a background in Graphics, UX and UI Design. Experienced in creative direction & implementation. A passionate designer with a positive attitude towards being a team player who excels in the art of problem-solving. Solid foundation in visual communication and designing for users' needs, maximize engagement and improve product usability. Skills include strong leadership in innovative, cross-functional, and multidisciplinary environments.

PROFESSIONAL EXPERIENCE

06/2014 - 02/2020 **LightStream, A Division of SunTrust Bank | San Diego, CA**
Vice President, Graphic and Web Design

Led a team of designers, freelancers, and vendors to execute the in-house marketing team's creative needs. Directed creative concepts in coordination with the innovative team, account managers, developers, and project managers.

Managed the design concepts of new and unique direct mail campaigns, improving channel response rates, and generating \$23MM in origination dollars per campaign.

Oversaw the design implementation of more than 1,000 projects annually for multi-marketing channels, including e-mail, print, digital, website, promotional events, environmental design, and TV.

Worked in LightStream's prospect and customer e-mail design creation, generating over \$30MM in revenue.

Worked with the digital marketing director and analytics team, and improved 32% conversion lift in the results of the usability testing regarding the usability experience.

01/2014 - 06/2014 **Freelance Designer | San Diego, CA**
Senior Graphic and Web Designer

Designed, developed, and executed marketing needs for diverse San Diego industries, including Clearstory, Aaryn Marchisa, Tifereth Synagogue, Center for Children, San Diego Women's Foundation.

Provided brand strategies, brochures, advertising, sales collateral, reports, and website updates.

Led artistic direction for product photoshoots for Clearstory's sales catalogs, including collections of Valentine's Day, Coastal Impressions, Navidad & Hanukkah stationery.

Elaborated original illustration for stationery and invitations.

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EDUCATION

Certificate Voice User Interface Design

CareerFoundry

Certificate for Frontend Development for Designer

CareerFoundry

Certificate for UI Design

LearnUI Design

Certificate for UX Designer

CareerFoundry

Certificate of New Media

Vancouver Film School,
Vancouver-BC, Canada

Bachelor of Arts in Graphic Designer

Instituto Departamental de
Bellas Artes, Colombia

AFFILIATIONS

AIGA San Diego

AIGA San Diego Board

ANA (Association of National Advertisers) In-House West Coast Committee

Catchafire.org

SDXD (San Diego Experience Design)

UX Speakeasy

Y Conference Committee

PROFESSIONAL EXPERIENCE

04/2007 -
11/2013

The San Diego Foundation | San Diego, CA

Senior Graphic and Web Designer

Served as a leading designer for the in-house marketing team that managed visual communication from concept to final delivery.

Led transition of bringing the design and production design work from outside vendors, external advertising agencies, design studios, and freelancers to be produced in-house at the Foundation, which saved the Foundation more than \$1M.

Developed projects for internal and external publications, including designing and producing an internal quarterly print newsletter for donors, non-profit agencies, and volunteers.

Managed the content management system (CMS) for the entire Foundation and their affiliates' website.

Oversaw and implemented the creation of the Foundation's informational mobile app for iOS & Android.

01/2003 -
03/2008

Freelance Designer | San Diego, CA

Senior Graphic and Web Designer

Designed, developed, and executed layouts for corporate marketing needs and brand identity for corporate and individual clients.

Provided design and production work of branding, brochures, advertising, sales collateral, annual reports, websites, and e-newsletters for clients: The Shops at Las Americas, Daphne's Greek Cafe, Sharp Health, Baja Duty-Free, Overland Storage, AM Strategies, Stolz Management, SixtyFifty, and others.

03/2001 -
01/2003

HMC Bilingual Advertising | Chula Vista, CA

Graphic and Web Designer

Managed design projects from concept to production for Hispanic, Asian, and Anglo-American markets.

Developed corporate marketing for promotional events and advertising.