

Rhoda Jackson

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LinkedIn — GitHub

Summary

Detail-oriented Graphic Designer with a strong background in creating impactful visual content across various platforms. Proven track record of enhancing brand consistency and improving engagement metrics through innovative design solutions. Adept at collaborating with cross-functional teams to deliver high-quality marketing materials.

Education

B.F.A. in Visual Arts

University of Chicago, Chicago, IL
2016 - 2020

B.F.A. in Visual Arts

Carta Healthcare, Austin, TX
2021 - 2023

Work Experience

Graphic Designer

Mozilla, Denver, CO
2023 - Present

- Collaborated with editorial, product marketing, and creative teams to design marketing video assets, improving ad performance by 19
- Developed graphic design standards for motion graphic assets, enhancing brand consistency across six teams.
- Integrated music, voice-over, and sound effects into video content, resulting in a 57
- Designed over 124 static and video assets, with a majority featured in public campaign efforts.
- Organized a cross-functional workshop on the importance of visual design in UI, fostering expanded collaboration projects.

Junior Graphic Designer

Carta Healthcare, Austin, TX
2021 - 2023

- Designed graphics in collaboration with Marketing, PR, and Social Media teams, boosting social engagement by 32
- Utilized HTML and CSS to create high-fidelity mockups, showcasing custom graphics for a product launch to 412 hospitals.
- Developed original graphics for a public health campaign, reaching over 80,664 community members.
- Mentored and instructed a team of six junior designers and videographers.
- Implemented an A/B testing framework for digital ads, reducing cost per acquisition by 18

Graphic Design Intern

Emanate, San Francisco, CA
2020 - 2021

- Built concepts and designs for 17 clients across consumer products, electronics, and enterprise technology using Adobe Photoshop and Illustrator.
- Created design elements and edited PowerPoint presentations for the CEO, addressing the entire 52-person company.
- Produced visual content for Facebook and Instagram posts, achieving over 1,628 points of engagement.
- Revamped company branding elements, including logos and business cards, enhancing overall brand image.

Teaching & Mentorship

- Mentored a small team of six, including junior designers and videographers, fostering skill development and collaboration.

Projects

Public Health Campaign

- Developed original graphics that reached over 80,664 community members, significantly raising awareness of public health issues.

A/B Testing Framework

- Implemented an A/B testing framework for digital ads, which slashed cost per acquisition by 18

Skills

Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, Adobe Premiere Pro

Web Tech: HTML, CSS

Soft Skills: Collaboration, Mentorship, Communication, Creativity

Social Media: Facebook, Instagram, TikTok