

CHARLOTTE JONES

Digital Web Designer | Creative Concepts | Branding

+1-(234)-555-1234 @ Email linkedin.com Chicago, Illinois

CJ

SUMMARY

Dynamic Web Designer with over 5 years' experience and expertise in Adobe Creative Suite and Figma. Passionate about creating visually engaging content, I have a proven track record of boosting online engagement by 30% through innovative design solutions.

EXPERIENCE

Digital Web Designer

Crate & Barrel

08/2020 - Present Chicago, Illinois

- Conceptualized and executed over 50 engaging digital designs for web and mobile platforms, enhancing user interaction and achieving a 25% increase in user retention.
- Collaborated with creative directors to produce cohesive brand storytelling across digital media, resulting in a 40% increase in brand awareness.
- Supported cross-functional teams to develop and implement seasonal campaign designs, increasing seasonal sales by 20% through innovative design concepts.
- Managed end-to-end design projects under tight deadlines, maintaining quality and increasing productivity by 10% through efficient workflow management.
- Enhanced existing digital assets by integrating new design trends, contributing to a 15% rise in customer engagement.
- Led a successful redesign project for the global website, improving site navigation and user experience, resulting in a 35% increase in page visits.

Senior Graphic Designer

Target Corporation

03/2018 - 07/2020 Minneapolis, Minnesota

- Implemented innovative design strategies for digital campaigns, boosting online sales conversion by 30% within the first quarter.
- Led a team of junior designers in the creation of visually appealing web pages, resulting in a 50% decrease in bounce rate.
- Streamlined design processes to improve team efficiency by 15%, ensuring consistent delivery of high-quality content.
- Worked closely with marketing teams to align brand strategies with design outputs, enhancing brand consistency and recognition.
- Designed and launched successful social media campaigns resulting in a 40% increase in follower engagement across platforms.

Graphic Designer

Wayfair

01/2015 - 02/2018 Boston, Massachusetts

- Created innovative and visually appealing design solutions for over 100 web and email marketing campaigns.
- Coordinated with developers and marketing managers to ensure cohesive and effective design across digital platforms.
- Executed design projects for multi-channel strategies, increasing brand visibility by 25% in key target markets.
- Contributed to a 15% revenue growth by optimizing design elements for marketing campaigns resulting in improved customer engagement.

EDUCATION

Master of Fine Arts in Graphic Design

School of the Art Institute of Chicago

01/2013 - 01/2015 Chicago, Illinois

KEY ACHIEVEMENTS



Implemented a Successful Web Redesign

Managed a team to redesign the global website, increasing user engagement by 35% and page visits by 20%.



Led Collaborative Campaigns

Led the design team in collaborative marketing campaigns, achieving a 30% sales increase and stronger brand identity.



Produced Award-Winning Web Campaign

Designed an award-winning web advertising campaign recognized for creativity and effectiveness, increasing online views by 50%.



Streamlined Design Processes

Developed and implemented design processes that increased productivity by 15% and improved design quality continuity.

EDUCATION

Bachelor of Arts in Visual Communication Design

Ohio State University

01/2009 - 01/2013 Columbus, Ohio

LANGUAGES

English
Native



Spanish
Advanced

