



JACQUALYN SHOOK

UI & GRAPHIC DESIGNER



(203) 858-4975



artbyjacqui@gmail.com



shookbydesign.com

EDUCATION

SAINT MARY'S COLLEGE OF CALIFORNIA

Moraga, CA
BA in Studio Art
2007 - 2011

SKILLS

Photoshop

Illustrator

InDesign

HTML / CSS

Javascript

Video Editing

Illustration

Wireframing - XD, Figma

3D Modeling

Photo Editing

Photography

SUMMARY

A seasoned UX/UI designer with a focus on creating intuitive and visually appealing digital experiences. A collaborative leader with a passion for building strong teams and delivering exceptional user experiences. I leverage my design expertise to help organizations achieve their goals.

WORK EXPERIENCE

WEB DESIGNER

Corefact | 2022 - current

- Rapidly iterated on product designs and front-end code simultaneously with back-end development, leveraging HTML, Tailwind CSS, Astro, and Alpine.js for efficient prototyping.
- Contributed to the design and development of new services and offerings, enhancing the user experience and driving business growth.
- Created visually compelling design assets for web and print marketing materials, ensuring brand consistency across all channels.
- Utilized Jira to effectively manage project timelines, track tasks, and collaborate with cross-functional teams.
- Quickly designed and developed high-impact landing pages to generate leads and drive conversions.

MARKETING DESIGNER

Corefact | 2017 - 2022

- Spearheaded email marketing campaigns, designing templates, and executing automated email journeys to nurture leads and drive conversions.
- Efficiently managed and organized product catalogs and marketing assets, ensuring easy accessibility.
- Produced high-quality product photography to enhance online product presentations and marketing materials.
- Event Coordination - designed swag and lead gen activities, set up and staffed event booths at industry events.
- Organized and marketed webinars, collaborating with the sales team to generate leads and educate potential customers.
- Designed and developed effective landing pages to capture leads and drive website traffic.

PLATFORMS

WordPress

Squarespace

Webflow

Shopify

SalesForce

MailChimp

Sendgrid

Makeswift

Builder.io

REFERENCES

ANNA CAMPBELL

Director of Marketing
anna.campbell@corefact.com
(925) 399-1629

JOSE PEÑA

Senior Product
Engineering Manager
jose@corefact
(510) 328-2521



CREATIVE DIRECTOR / WEB DESIGNER

babybay USA / Tobi USA - Start up | 2015 - 2017

- Designed and developed the user interface for an e-commerce platform, enhancing user experience.
- Created and scheduled targeted email campaigns in Mailchimp
- Designed print marketing materials
- Provided exceptional customer service by answering support calls and resolving inquiries.
- Efficiently processed orders, returns, and inventory management.
- Illustrated and edited animated videos for advertising campaigns.

PRODUCT DESIGN MANAGER

Plexuss | 2014 - 2015

- Co-created the logo and style guide with the design lead
- Rapidly wireframed and prototyped designs for daily review and iteration with engineering, sales, and the CEO
- Conducted user and usability testing
- Recorded and managed all documentation
- Assigned projects to engineering team
- Designed for both the web platform and mobile app
- Reviewed applications, and conducted interviews for hiring QA and design team members
- Reviewed site to meet accessibility requirements

WEB & PRINT DESIGNER

Addawg Creative | 2012 - 2014

- Designed logos based on client requests
- Developed style guide for each client
- Created Wordpress sites by modifying templates
- HTML/CSS adjustments to Wordpress sites

GRAPHIC DESIGNER

Mana Productions - Design Agency | 2012

- Created wireframes for client review
- Rapidly designed pixel-perfect web pages in Photoshop based on wireframes supplied by creative director
- Refined and versioned out client ads
- Designed large-format billboard ads

FUN FACTS

I'm a cosplayer/sculptor/sewist who crafts all the things! I make and commission props and costumes, and attend conventions across the country. I enjoy hosting panels, competing, and guesting at events. I plan to take part in charity events in my area. When I'm not crafting I'm playing video games with my husband and two cats.