

Jensen Luther

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Fivetran *April 2021 - present*

Senior Manager, Web Experience **Senior Brand Designer, Web**

Built and scaled Fivetran's web design function within Brand Studio from a single contributor to a four-person multidisciplinary team, hiring and coaching designers while establishing critique and retrospective rituals to elevate creative quality and alignment. Led a full site redesign and migration to the Webflow platform, recognized with the Webflow Award for Best Brand Transformation and featured in a Webflow case study. Designed systems and templates that enabled marketing teams to self-serve their web needs, increasing flexibility and reducing time to launch at scale. Brought the experimentation program in-house, accelerating testing velocity and impact. Launched localized French and German sites and partnered across marketing, product, and content teams to align web strategy with business goals.

Juul Labs *August 2019 - April 2021*

Senior Brand Designer

Partnered with internal teams and agencies to deliver global brand campaigns and product launches across multiple markets. Produced cohesive print and digital assets—ranging from launch materials and evergreen campaigns to email, social, and paid media—that strengthened brand consistency and visibility.

Campaign Living *February 2018 - July 2019*

Manager, Brand Design

Directed brand design strategy, built visual guidelines, and managed agency and freelance partners while leading a full website redesign to enhance customer experience. Created content across eCommerce, social, and paid channels, led art direction for 3D product renders, and collaborated with marketing leadership on new product launch campaigns that elevated brand engagement.

Levi Strauss & Co *August 2015 - February 2018*

Lead Digital Designer

Developed seasonal marketing stories and art-directed photoshoots for Levi's and Dockers. Created a design system for marketing campaign landing pages to improve consistency, scalability, and production efficiency across brands. Designed responsive email templates adopted company-wide, conducted A/B testing to optimize performance, and partnered with UX teams to ensure creative and functional alignment.

Previously *August 2008 - August 2015*

Digital Designer at Walmart.com and San Franola Granola

Designed eCommerce and marketing experiences.

BS. Visual Communication Design at SF State University