

Aerica Lovett

Design Manager | Brand & Marketing Design Leader

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Summary

Brand designer and creative lead with 10+ years in B2B SaaS and tech, with experience defining and scaling brands for cybersecurity and healthcare tech startups. I blend strategic thinking with refined taste to shape expressive and cohesive brand experiences across digital and physical touchpoints.

Professional Experience

Design Manager, Brand and Marketing | Motus | *August 2020–Present*

- Mentors and collaborates with multidisciplinary designers and creatives to push visual direction, quality, and narrative cohesion across 500+ projects annually that supports over 5 departments across the organization
- Hands-on execution across paid ads, social media, email, website and landing pages, videos, events and swag, sales materials, and print, focusing on typography and layout to ensure strong visual storytelling and brand consistency
- Builds and maintains a scalable brand design system, inclusive of visual brand guidelines, icon library, brand templates, web design system, and other resources. Provided governance tools and templates to ensure brand compliance and empower self-serve asset creation, leading to improved brand consistency across internal presentations and deliverables created by external resources
- Oversee relationship with web development agency, ensuring timely project request and feedback as well as accuracy of work developed. Designs mockups, hands off to dev team, QAs for accuracy, and provides feedback. Delivered 4 new page templates in 1 month to support content library migration
- Experiments with emerging technology, like AI generation, to increase output and ensure consistency across unique campaigns

Designer and Marketing Manager | Backpack Health | *May 2018–April 2020*

- Worked directly with the CEO, Customer & Program Success teams, and Product Design team at a mission-driven healthcare-tech startup
- Shaped an evolving brand while ensuring consistency of the Backpack Health brand across a wide variety of channels, from the website, to social, marketing collateral, event experience, and presentation materials
- Responsible for website content creation and management, mockups, wireframes, design, development and launch
- Supported the product design team with illustration
- Designed branded merchandise and event experiences for the rare disease community engagement, from banners and booth displays to take-home materials

Communication Designer | Barkly | *August 2015–May 2018*

- Applied visual storytelling through typography, layout and illustration to support marketing, sales, and branding efforts to easily and creatively convey the topic of cybersecurity risks and solutions for endpoint protection
- Shaped and refined an evolving brand identity, including the creation of an illustration and icon library
- Built workflows to improve design management for a medium-sized team to ensure timely delivery of projects

Freelance/Contract Work | March 2012–Present

- Designed and developed branded websites and digital experiences using Figma and Webflow for venture capital and cybersecurity clients
- Designed web graphics, iconography, and marketing collateral for cybersecurity startup

Education

BFA, Illustration | Massachusetts College of Art & Design | 2009–2013

Tools & Expertise

- **Tools** – Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Webflow, HTML/CSS
- **Brand & Growth Design** – Brand identity systems, performance marketing creative, conversion optimization, growth funnel design, A/B testing, rapid–turnaround asset creation
- **Campaign Channels** – Paid social, display ads, email marketing, landing pages, sales enablement, event marketing, swag design
- **Project Management** – Asana, Jira, Trello
- **Team Mentorship** – Performance management, Coaching, Team development
- **AI & Automation Tools** – Adobe Firefly, ChatGPT, Sora, Runway

Accolades

Awarded Max Impact/Peak Performer in 2021 and 2023 at Motus

Awarded Marketer of the Year in 2022 at Motus

“Her expertise spans beyond traditional design work, she brings valuable insights on brand strategy, messaging, and user experience that consistently improved our outcomes.”

– Devin Wood, Linked Review

“Aerica is an exceptional designer and leader. She’s always asking thoughtful questions to understand how she and her team’s work aligns with broader business goals. She keeps the bigger picture in mind and ensures her designs strategically support it.”

– Kaitlyn O’Connell, LinkedIn Review

“Her unique blend of talent, refined aesthetic sense, and professional acumen places her in a rare echelon of designers who can align creative vision with real business needs effectively... Moreover, her dedication, earnestness and reliability in collaboration, make her an absolute pleasure to work with!”

– Robert Reichert, LinkedIn Review