SUMMARY

Creative director and designer with 12+ years of experience in brand identity, graphic and web design, and campaign development across in-house, freelance, and higher education settings. Has led brands from concept and pitch through execution, overseen creative department output, designed and built company websites, managed and implemented SEO and CRO strategy, and partnered with executives to set and achieve creative goals.

EXPERIENCE

CREATIVE DIRECTOR & FOUNDER — JESSIE LEE STUDIO | DEC 2017 – PRESENT

- Lead a brand and web design boutique built to serve businesses and lower-income entrepreneurs priced out of traditional agency work.
- Developed and maintain a templated design system delivering professional-grade branding and websites at a fraction of standard agency cost and turnaround time, making high-quality design scalable without compromising craft.
- Drive creative direction and design strategy across all client brand identities and web experiences.
- Established and maintain a value proposition around equitable access to design, expanding the client base beyond traditional agency demographics.

CREATIVE DIRECTOR — BRIGHTER BEVERAGES: CANTRIP & ON THE BRIGHTSIDE | JUN 2021 – SEP 2026

- Built and ran Cantrip's design and marketing as its only team member for the first five years, helping grow the company from conception to a multimillion-dollar business.
- Oversaw the development of two companies' brands, Cantrip and On the Brightside, from start to finish.
- Planned and led content and advertising campaigns for both brands, taking each from initial creative concept and pitch through full content development and execution.
- Designed and executed product packaging, ad collateral, trade show booths, and in-store advertising that carried each brand from the shelf to the show floor.
- Designed, built, and managed both e-commerce sites, owning the creative and functional user experience, SEO and CRO analytics and implementation, and backend coding.
- Supervised and managed all creative department output, ensuring consistency and quality across projects.
- Partnered with executives to set project deadlines, content goals, and campaign strategy, and presented updates and creative direction to the broader team.

GRAPHIC DESIGNER — GEORGIA INSTITUTE OF TECHNOLOGY, COLLEGE OF DESIGN | JAN 2017 – JUN 2021

- Served as the sole designer of a new CMS that is now the standard for all sites under the College's umbrella.
- Increased visibility of the College to the greater Georgia Tech, Atlanta, and national communities.
- Created visual standards and branded templates that serve as the design base for communities around campus.
- Led trainings on the Adobe Creative Suite, accessibility standards, and design principles.

COMMUNICATIONS & DESIGN COORDINATOR — GEORGIA INSTITUTE OF TECHNOLOGY, SCARP | APR 2014 – SEP 2017

- Designed a new visual identity for the School while working within the larger Institute brand.
- Collaborated with Institute Communications and the College of Design to generate design templates and strategies.
- Leveraged social media and digital marketing to expand recruitment and news reach, and fostered alumni and employer relationships through branded campaigns.

EDUCATION

BRANDEIS UNIVERSITY

- Bachelor's degree in Studio Art
- Cum Laude w/ Honors

SKILLS

- Branding + Identity
- Team Management
- Graphic Design
- Shopify, Webflow, + WordPress
- CMS
- Web Accessibility
- UI/UX Design
- Adobe Creative Suite
- HTML/CSS/JavaScript
- Figma + Replo
- Google Analytics

JESS BRANDON | DESIGNER & DIRECTOR

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