

Design strategist who researches and translates data into meaningful narratives, valued recommendations, and clear, concise communications for diverse digital audiences, crafting creative, user-centered solutions to unique challenges. Adept at building, growing, and developing design teams, including leading a team of 75 graphic designers at a Fortune 500 company and facilitating workshops on numerous topics to strengthen design-thinking capabilities and culture.

CORE EXPERTISE

Contextual Inquiry • Synthesis • Journey Mapping • Concept Testing • Prototyping • Facilitation • Team Leadership • Figma • Sketch • Mural • Miro • Asana • MS Office Suite • Keynote • PowerPoint • Adobe Creative Suite • Illustrator • InDesign • Photoshop • Adobe XD • Bilingual: English & Spanish

INTERACTION DESIGN EXPERIENCE

LegalZoom • September 2019—December 2020 **Experience Strategist**

- Conducted contextual research to understand how aspiring small business owners navigate the functional and emotional challenges of starting a business. Implemented findings to strengthen small business owner customer journey.
- Planned and facilitated workshops to help product teams identify opportunities to improve the customer journey for the small business owner through user-centered design methodologies.
- Facilitated remote team workshops around topics such as self-care, goal-setting, and anti-racism.

ATX Fail Club • February 2019—Present **Co-Founder**

- Launched ATX Fail Club with two partners to reframe failure as a necessary part of success after identifying a problem space through user research: that women allow fear of failures to hold them back.
- Created and hosted event prototypes, iterated on the concept, partnered with sponsors, created metrics to measure success, and designed branding.
- Facilitated workshops and events including Failure Dinners, Aerial Arts Class, Virtual Intention-Setting Workshops, and Virtual Failure Resume-Writing.

AIGA Changemaker Series x GALS (Giving Austin Labor Support) • June—September 2019 **Volunteer Designer**

- Selected to be a part of the 2019 AIGA Changemaker Volunteer program focused on problem-solving around the complex issue of maternal health.
- Partnered with 7 other creatives to grow GALS funding and expand work in the community. Conducted contextual inquiry, created journey maps, and presented brand refresh, content style guides, and an updated content strategy.

GRAPHIC DESIGN & ART DIRECTION EXPERIENCE

Contract/Consultant • June 2017—October 2019 **Art Director & Designer**

- Established ongoing relationships with clients to aid in continued business and perform extensive networking to seed and onboard new client accounts.
- Practiced needs assessments and employ a personalized approach to providing advisory services for branding and creative strategies.

JEN FIGUEROA

Castle Hill Fitness • March 2016—June 2017 **Marketing & Brand Strategist**

- Transformed unfocused branding by spearheading comprehensive rebranding to set company apart from competitors and reconnect with customers, earning its first Readers' Choice award in its 15-year history.
- Created new communication plans and design methodologies that improved logo design and established a consistent voice across all media (flyers, coupons, gift cards, stationery, and advertisements).
- Liaised with vendors to synchronize the implementation of new branding tactics with interior/exterior remodel.

Whole Foods Market • September 2006—October 2015 **Creative Lead / Regional Art Director (2013–2015)**

- Promoted multiple times to roles with increasing scopes of responsibility earned through natural leadership and the unparalleled ability to reach consumers through targeted and comprehensive marketing and visual campaigns.
- Improved brand awareness, increased brand loyalty, and had a marked impact on bottom line profitability.
- Coached and mentored 6 designers through regional marketing programs that brought about invigorating merchandising and visual materials across 36 stores.
- Oversaw the career progression of more than 50 employees through effective training, performance feedback and goal setting techniques that allowed for their promotions to new roles.

Regional Sign Support Lead + Graphic Designer (2009–2013)

- Built this position from the ground up by implementing procedures for opening new stores, evaluating and overcoming challenges, hiring and training store artists, and managing full cycle project management processes including budgets, timelines, and vendor relations.
- Researched customer compulsion behavior and market trends to develop branding and messaging tactics, ensuring consistency of voice, to maximize consumer engagement and store loyalty.
- Partnered with executive team to brainstorm sign production plan with careful consideration to capacity limits and overall budgets.
- Capitalized on marketing and engagement best practices to design merchandising and store visuals that facilitated increased consumer engagement and design efficiency by 60% by simplifying execution and implementation.

Store Graphic Artist (2006–2009)

EARLY CAREER EXPERIENCE

Apple • Store Specialist (part-time) • 2006
Various marketing agencies • Graphic Designer • 2001 to 2006
Rehak Creative Services • Graphic Designer • 2000 to 2001

EDUCATION

Interaction Design Certificate • Austin Center for Design
Bachelor of Arts in Art Studies • Fort Lewis College

AWARDS & RECOGNITION

Host, Austin Design Week, 2019 & 2020
Reader's Choice Award for Best Gym (Castle Hill Fitness)
Finalist – Logo Design, Art Director's Club of Houston

Houston Advertising Federation Awards:
Addy Award – Trade Show Exhibit
Silver – Out of Home, Exterior
Bronze – Public Service, Newspaper
Citation of Excellence – Still Photography
Citation of Excellence – Public Service Campaign