

Jed Mander

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An accomplished and motivated Art Director with a proven track record of creating impactful brand experiences in digital and print mediums. Proficient in creative thinking and problem-solving, marketing strategy, and providing design direction for teams in collaborative, fast-paced environments. A self-motivated leader known for problem solving skills, the ability to translate technical documents into visual works, and work independently on multiple projects. Considered by colleagues as an adaptable collaborator with a high degree of professionalism, leadership skills, and a positive attitude. Known for creative design knowledge, attention to detail, and the ability to solve problems with strong interpersonal skills.

Experience

CREATIVE DIRECTOR

Inte Q, Oakbrook Terrace, IL

January 2021 – July 2021

- Led the creative process from ideation to execution of multi-channel projects including website UX/UI layout, A/B testing of landing pages, social media channels, blog posts, banner advertising, print, and email marketing campaigns.
- Designed visually engaging interfaces, reports, and charts for a proprietary SaaS data visualization reporting platform.
- Collaborated with account teams to develop creative briefs and marketing plans.
- Designed presentations for clients and in-house initiatives.
- Developed creative assets for account-based and intent-based marketing initiatives, increasing Marketing Qualified Leads by 150%.
- Authored the corporate brand guidelines to ensure consistent presentation throughout all marketing materials.
- Redesigned the look-and-feel of several proprietary consumer subscription products to increase customer conversion.
- Worked with creative staff and freelance contract developers to ensure quality control and adherence to brand standards.

FREELANCE DESIGNER

Pixelated Space, Inc., Plainfield, IL

August 2004 – January 2021

- Designed impactful websites, landing pages, emails, logos, print campaigns, videos, and digital experiences for a wide variety of clients.
- Rebranded a nationally recognized healthcare provider who experienced a \$34M increase in growth over a 6-year period.
- Developed client email campaigns including one that achieved 24% year-over-year growth with an average open rate of 33%.
- Oversaw all aspects of day-to-day business operations including sales, training, client interaction, project scheduling, bookkeeping, and interacting with vendors.

WEB DESIGNER & DEVELOPER, COLDFUSION APPLICATION PROGRAMMER

ImagineThat, Warrenville, IL

December 1999 – August 2004

- Designed interactive web sites, banner advertising campaigns, Adobe Flash applications, and distributed media for clients including Coca-Cola, Toyota, McDonald's, Verizon, and GMC.
- Managed the design and deployment of all agency email marketing campaigns.
- Collaborated in brainstorming sessions to develop innovative creative ideas and participated in client presentations.
- Worked with project managers to lead design and development teams through client feedback.
- Programmed data-driven applications using ColdFusion, MS SQL Server, and MySQL.

Skills

Design & Development:

Graphic Design

Interactive Design

Print Design

Typography

Color Theory

Art Direction

User Interface and User Experience Design

Responsive Design

Wireframing

Banner Advertising

Video Production

Motion Graphics

Email Design

Branding

SEO
Google AdWords

Business:

Client Management
Creative Development
Corporate Marketing & Communications
Channel Marketing
Direct Marketing
Strategic Project Planning
Creative Team Management

Design Software & Languages:

Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Premiere Pro, Adobe After Effects, Adobe XD)
Web-based Development Tools (Figma, Sketch)
Project Management Tools (Teamwork, Basecamp, Asana)
CMS Platforms (Wordpress, Joomla, Wix)
CRM Software (Hubspot, Salesforce Marketing Cloud, Mailchimp, Constant Contact)
Relational Databases (Microsoft SQL Server, MySQL, Access)
Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Microsoft Outlook
HTML/HTML5
CSS/CSS3
jQuery
Javascript
Coldfusion
SQL

Education

Bachelor of Science, Communications
Northern Illinois University
DeKalb, IL

Associate of Arts
College of DuPage
Glen Ellyn, IL