

Jed Mander

Creative Art Director/Designer

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Creative Art Director with expertise in designing impactful digital and print brand experiences. A strategic thinker skilled in creative storytelling and brand identity. Capable of providing creative leadership and problem-solving while managing multiple projects in high-pressure environments.

Work Experience

Senior Creative Manager

Nov 2021 - Sep 2024

Collegis Education | Oakbrook Terrace, IL

- **Creative Direction:** Oversaw the creative strategy for a brand with an annual revenue of \$75M. Includes website design, social media ads, banner ad campaigns, email campaigns, videography, print collateral, trade show materials, photography, and more.
- **Engagement and Lead Generation:** Led a complete website redesign (350+ pages), including platform migration, architecture, digital content strategy, and rebranding. This boosted site engagement from 50% to 87.5% and increased RFI form fills by 237%.
- **Strategic Messaging:** Collaborated with team members, subject-matter experts, executives, and sales on integrated content marketing campaigns based on latest industry trends.
- **Email Campaigns:** Led initiative to integrate Litmus email builder into the organization's Marketo instance, resulting in email campaigns with average open rates above 20%.
- **Organic Search:** Worked closely with SEO teams to implement strategies leading to a 24% increase in organic traffic, CTR of 52%, and increasing website engagement rates of organic traffic from 22% to 91%.
- **Branding:** Led the design process of two corporate rebrand initiatives, including authoring the corporate brand guidelines and implementing assets across the enterprise.
- **Team Management:** Managed contracts, budgets, and communications with 3rd party vendors.

Creative Director

Jan 2021 - Jul 2021

Inte Q | Oakbrook Terrace, IL

- **Creative Direction:** 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.
- **Design:** Designed visually engaging interfaces, reports, and charts for a proprietary SaaS data visualization reporting platform, as well as presentations for clients and in-house initiatives.
- **Team Collaboration:** Worked with account teams to develop creative briefs and marketing plans for retail client sales efforts.
- **Lead Generation:** Developed creative assets for account-based and intent-based marketing initiatives, increasing Marketing Qualified Leads by 150%.

- Branding: Authored the corporate brand guidelines to ensure consistent presentation throughout all marketing materials.

Freelance Designer/Art Director
Pixelated Space, Inc. | Plainfield, IL

Aug 2004 - Jan 2021

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

Web Designer / ColdFusion Application Developer
ImagineThat | Warrenville, IL

Dec 1999 - Aug 2004

- Agency Designer: Designed interactive web sites, banner advertising campaigns, Adobe Flash applications, and distributed media for clients including Coca-Cola, Toyota, McDonald's, Verizon, and GMC.
- Email Marketing: Managed the design and deployment of all agency email marketing campaigns.
- Strategic Collaboration: Participated in brainstorming sessions to develop innovative creative ideas and participated in client presentations.

Core Skills

Art Direction, Graphic Design, Print Design, Web Design and Development, Typography, Color Theory, UI and UX, Responsive Design, Video Production, Motion Graphics, Email Design, Branding, SEO, Creative Ideation, Channel Marketing, Direct Marketing, Creative Team Management, Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe XD, Adobe After Effects, Figma, Wordpress, Wix, Joomla, Hubspot, Salesforce, Litmus, Adobe Marketo, Microsoft Word, Microsoft Powerpoint, Microsoft Office, Microsoft Excel, HTML, CSS, Icon Design, Logo Design, Information Design, Mac OS, Windows, Video Editing, Presentation skills

Education

Northern Illinois University – DeKalb, IL - 1992

Bachelor of Science | Communications (Radio, Film and Television Production)

College of DuPage – Glen Ellyn, IL - 1989

Associate of Arts