

# Jessie Nunez

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## PROFILE

### DIGITAL VISUAL DESIGNER

Over ten years of experience designing delightful multimedia and multichannel marketing materials in diverse environments and industries, including agencies, in-house, and retail; Strong understanding of responsive design principles and best practices for designing for mobile, accessibility, and UX; Passion for growth, self-development, and learning.

## STRENGTHS

Adaptable

Action-oriented

Problem solver

Creativity

Detail Oriented

Can-Do Attitude

Collaborative

User-Centered

## WORK EXPERIENCE

### Freelance Designer | Owner j-Nu Creative

1998 - present DAYTON, OH, UNITED STATES

- Partner with small businesses and entrepreneurs to elevate brand presence through digital-first creative solutions.
- Design and manage websites, landing pages, and branded campaigns.
- Develop social media assets, short-form video, and email marketing collateral.
- Provide brand strategy, UX consulting, and coaching

### Digital Designer McGraw-Hill

2023 - 2025 COLUMBUS, OHIO

- Designed digital learning assets for middle school math programs, including interactive student/teacher editions, online learning modules, and branded presentations.
- QA'd and optimized interactive media for web accessibility and cross-device responsiveness.
- Collaborated with writers, UX designers, and vendors to deliver polished, on-brand digital experiences under tight deadlines.

### Digital Designer Home Depot

2021 - 2022 ATLANTA, UNITED STATES

- Designed and produced digital marketing graphics, banners, and campaign landing pages for commercial and retail audiences.
- Created branded social media assets for Instagram and Facebook, aligning visuals with campaign goals and platform specs.
- Developed email templates to support ongoing campaigns, ensuring responsive layouts and consistent brand identity.

### Wordpress Designer MiMedx

2020 - 2021 ATLANTA, GA, UNITED STATES

- Designed and built branded websites, mini-sites, and motion graphics to support corporate communications.

## WORK EXPERIENCE

- Configured custom modules and interactive features to enhance digital engagement.
- Delivered projects in collaboration with cross-functional marketing and dev teams.

### Designer Cox Automotive

2011 - 2017 ATLANTA, GA, UNITED STATES

- Produced and launched 10,000+ digital display ads (HTML/Flash → dynamic ad formats), driving campaigns valued at \$2M+ annually.
- Designed responsive, interactive ad creative optimized for performance, branding, and platform specs.
- Collaborated with developers to build custom dynamic ad-generation tools and a social sharing/document access app.
- Contributed to high-visibility innovation projects and hackathons, strengthening cross-team collaboration and creative problem-solving.
- Recognized as Top Producer for 5 consecutive years for delivering high-volume, high-quality creative in a fast-paced, deadline-driven environment.

## SKILLS

### - SOFTWARE

Figma	Adobe CC	Wordpress
Illustrator	Framer	Canva

### - TECHNICAL/GENERAL

Communication	Collaboration	Problem Solving
Growth Mindset	Organization	QA

### - DESIGN

Typography	Print Design	User Experience
Branding	Motion	Responsive Design

## EDUCATION

### Graphic Design | Vocational Bachelors Portfolio Center / Miami Ad School

### Graphic Design | Associate in Arts Art Institute of Atlanta