

# Jennifer Hauxhurst

A DESIGNER WHO CAN CODE

## CONTACT

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heyitsjen.com 🌐

## TOOLS + SKILLS

Adobe Creative Suite

Sketch/Figma

Typography

Branding + Identity

Art + Creative Direction

Social Media + Strategy

Photography + Retouching

Print + Graphic Design

Illustration + Iconography

Email Campaigns + Testing

Responsive/Adaptive Design

Wireframing + Prototyping

Front-End Development

HTML5/CSS3/JAVA/PHP

## EDUCATION

### BACHELOR OF ARTS CREATIVE ADVERTISING + DIGITAL DESIGN

Michigan State University

East Lansing, Michigan

### ROGER HATCHUEL ACADEMY

Cannes Lions School

Cannes, France

## PROFILE

I'm a hands-on designer that works cross-functionally with marketers, strategists, writers, fellow designers and developers to ensure all work furthers the brand and overall creative direction. I'm a do'er, a strategic thinker, and I execute. I can empower and elevate a team, lead a project from start to finish, and keep people inspired and positive — including myself.

## EXPERIENCE

### GLOBAL DESIGN LEAD

XE.COM. IRVINE, CA | JAN 2020 – PRESENT

Lead the strategy, design, and development of world-class, impactful creative across a variety of mediums (print, digital, experiential) for all marketing channels — brand, lifecycle, social, digital, B2C, B2B — and broader business, delivering an end-to-end brand experience for internal and external global audiences. Use data and customer insights to drive innovation and create incremental change, evolve visual identity, and lead strategic brand initiatives; supporting the overall brand and creative strategy and helping meet business/marketing objectives and goals.

- Mentor junior creatives with a passion for bringing together different voices, facilitating collaboration, and delivering beautiful, consistent work with pixel-perfect precision
- Created clear, systematic documentation for global designs, including the development of a global asset library and design system, and evolution of brand identity and guidelines

### SENIOR VISUAL DESIGNER

FIRE ENGINE RED. REMOTE [USA] | 2013 – NOV 2019

Created visually consistent, data-driven, and beautifully branded creative across all company channels — SaaS products, web, email campaigns, marketing, advertising, social media, events, and communications for external and internal audiences. Researched needs and goals of the company and customers, translating them into successful creative concepts.

- Established company brand identity, design system, and style guide
- Led, managed, and executed the redesign and front-end development of Fire Engine RED website.
- Led, managed, and executed the branding, design, and front-end development of alfRED, Fire Engine RED's company intranet