

Amy Jackson

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I am a creative director-meets-brand strategist who uses typography to tell stories, employs design as a tool in the quest for clear communication, and believes collaboration is at the center of all successful projects. Working in digital media and print, I specialize in transforming emerging thoughts and outlines from clients into strong, successful, cohesive designs.

work experience

Consulting designer

- **Meatpacking BID**, New York, NY | September 2021–current
Designed 2021 Annual Report, illustrated graphics for annual fall event, and quarterly board meeting presentation design
- **Estée Lauder**, New York, NY | January 2020–current
Presentation design, graphic support for Designer Fragrances team
- **Fashion Scholarship Fund**, New York, NY | January 2020–current
Designer of 2019, 2020 and 2021 Annual Reports; implemented new brand identity across marketing collateral
- **IXIS**, Burlington, VT | June 2021–current
Designed new brand elements and directing implementation across multiple touch points
- **Supportiv**, Berkeley, CA | July 2018–current
Graphic support for marketing materials and app design, design of SXSW pitch deck for Supportiv's 2019 Social and Culture category win
- **Documentary Business**, Brooklyn, NY | August 2018–current
Report and presentation design, branding support
- **Seramount**, New York, NY | December 2020–February 2022
Full graphic support for Sales, Marketing, and Event teams
- **WildEarth**, Johannesburg, South Africa | June 2018–January 2020
Designed pitch decks and logos for TV shows in distribution as the team transitioned to operating their own channel
- **Carolina Herrera**, New York, NY | August–October 2019
Collaborated directly with president of Carolina Herrera to design 2019 Board of Directors presentation

Rakuten, **Interim Creative Director**, San Mateo, CA | January–July 2018

- Guided both creative and marketing teams through the implementation of “quirky” design voice
- Collaborated with team on the implementation of voice and visuals through email blasts, advertising, and online communications
- Crafted review processes to keep all team members aware of progress as well as to maintain consistency across all touch-points

Polyvore, **Creative Director**, New York, NY | May 2012–April 2018

Hired to direct the design voice at Polyvore, a successfully acquired Silicon Valley-based startup

- Constantly mapped creative execution back to business goals creating high performance assets for both marketing and sales teams
- Built an email program from the ground up with over 4 million subscribers in collaboration with Marketer and Editorial Director—this program contributed up to 20% of the daily revenue for Polyvore
- Sole creative position on the revenue team responsible for driving acquisition of company
- Directed concepting and tone-of-voice of General Presentation, a tool used by the sales staff to pitch and define Polyvore

Vogue, **Art Director**, New York, NY | July 2009–May 2012

Promoted twice to a position of leadership in an extremely competitive, high-pressure environment

- Designed advertising layouts and advertorial spreads for *Vogue* clients
- Collaborated with Creative Director in managing photo shoots for L'Oréal Paris, Lexus, Lenovo and CoverGirl
- Designed informational collateral and presentations for marketing of *Vogue*
- Contributed to supervising senior designers and interns to maintain consistent look and feel of all collateral
- Winner, *Vogue* Marketer of the Quarter 2011, Finalist, *Vogue* Marketer of the Year 2011

Condé Nast Portfolio, **Senior Designer**, New York, NY | October 2007–April 2009

- Designed advertorial spreads for clients appearing in the magazine, luxury premiums (umbrellas, golf ball packages, baseball cards) and created sales materials and marketing presentations using a visual approach for portraying marketing statistics
- Collaborated with Creative Director on infographics for internal and external communications

education

- **Apprenticeship, Shoestring Press Brooklyn** | August–December 2018
Gained behind-the-scenes business knowledge as well as a foundation in screen printing
- **Master of Design, Commended; Domus Academy**, Milan, Italy | January–December 2004
- **Bachelor of Architecture, Kansas State University, College of Architecture, Planning, and Design** (NAAB Accredited), Manhattan, Kansas | August 1994–December 1999
- **Architecture and Engineering Studies, Czech Technical University**, Prague, Czech Republic
August 1997–June 1998

computer skills

Master of:

InDesign • Photoshop • Illustrator
Microsoft Office Suite • Keynote

Proficient in:

Sketch • InVision • Zeplin