

JESSICA WILLARD

Art Director & Designer with 15 years of experience leading concept-to-delivery creative across digital, social and print. Expert in brand storytelling, visual systems, and campaign development. Skilled at elevating brand aesthetics, leading collaborative teams, and creating high-impact work for fast-paced marketing environments.

EXPERIENCE

ART DIRECTOR / AMERICAN EXPRESS (CONTRACT) / AUSTIN, TX / MAR - AUG 2026

Drive concept development, visual direction, and production for 360 campaigns across video, social, and digital, partnering with cross-functional teams to deliver cohesive, high-impact creative across all touchpoints.

- Build compelling presentation decks to pitch ideas, communicate vision
- Develop detailed storyboards to guide video, motion, and narrative execution
- Collaborate with the creative team to concept and plan photo and video shoots
- Assist with casting, videographer, and photographer interviews to build the right creative teams
- Build production presentations, including compiling imagery for mood boards
- Organize and update production details for internal presentations
- Design and execute social and digital assets that extend campaign concepts across platforms

SR. ART DIRECTOR / SYNCHRONY BANK (CONTRACT) / AUSTIN, TX / 2024-2025

Led visual direction for integrated marketing and digital initiatives, translating complex financial products into clear, customer-centric creative.

- Partnered with copywriters, marketing, and compliance teams to ensure cohesive messaging and alignment with regulatory standards
- Designed and delivered cross-channel assets across web, email, trade shows, and print, maintaining a high standard of craft
- Maintained and evolved brand systems, ensuring consistency while introducing thoughtful refinements to elevate the visual identity
- Translated strategic objectives into compelling design solutions that balanced business goals with user needs

ART DIRECTOR / MATERIAL+ (T-3) / AUSTIN, TX / 2021-2024

Clients: Auntie Anne's, Chuck E. Cheese, Church's Chicken, Ford, Indeed, Jamba Juice, Microsoft, Nike, PODS Moving and Storage, Schlotzsky's & Whataburger

Guided projects from initial ideation through final execution, leading creative work across digital, video and social platforms while developing and pitching concepts aligned with brand goals.

- Led projects from concept through execution across digital and social, developing and pitching ideas aligned with brand goals
- Partnered with copywriters to concept and develop TV spots and integrated campaign ideas
- Created presentation-ready mockups and visual assets to clearly communicate creative direction
- Collaborated with cross-functional teams to bring ideas to life across channels
- Directed photoshoots and provided strategic design guidance and feedback throughout the creative process

SR. DESIGNER / MMI AGENCY (CRISPIN) / HOUSTON, TX / 2019-2021

Clients: Gillette, Hair Bio, Joy Shave, Kiwi Botanicals, Rooted Rituals, SK-II, Venus & Waterless Hair Care

Led the design and production of digital and print assets, partnered with media teams to shape social cadence, and adapted creative for various channel placements.

- Maintained brand consistency across all marketing and advertising materials
- Applied best practices while adhering to briefs, timelines, and budgets
- Pushed new creative thinking to deliver strategically sound, high-impact work
- Planned and directed photoshoots to support campaign execution
- Partnered with media teams to shape social cadence and ensure strategic alignment

CONTACT

jessicawillard.com

[in: jessicawillard](mailto:jessicawillard)

SOFTWARE

Adobe Creative Suite

Email Marketing Software

Google Docs Office Suite

iWork Productivity Suite

Microsoft Office

Sketch

Figma

EDUCATION

Savannah College of
Art and Design

Major: Graphic Design

Minor: Art Direction

2010