

# 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. Proven track record of elevating brand aesthetics, guiding collaborative teams, and delivering high-impact work for fast-paced marketing environments.

## EXPERIENCE

### ART DIRECTOR / AMERICAN EXPRESS / AUSTIN, TX / PRESENT

Concept development and visual direction for 360 campaigns across video, social and digital channels, collaborating 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
- Assist with casting, videographer, and photographer interviews to build the right creative teams
- Design and execute social and digital assets that extend campaign concepts across platforms

### ART DIRECTOR / SYNCHRONY BANK / 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 / 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](http://jessicawillard.com)

in: [jessicawillard](mailto:jessicawillard)

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## SOFTWARE

Adobe Creative Suite

Email Marketing Software

Google Docs Office Suite

iWork Productivity Suite

Microsoft Office

Sketch

Figma

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## EDUCATION

Savannah College of  
Art and Design

Major: Graphic Design

Minor: Art Direction

2010