

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

SYNCHRONY BANK / ART DIRECTOR / AUSTIN, TX / 2024-2025

Clients: CareCredit Vet, CareCredit Health & Wellness

Led visual direction for integrated marketing and digital initiatives, translating complex financial products into clear, customer-centric creative. Partnered closely with copy, marketing, and compliance teams to deliver on-brand, high-quality design across web, email, trade shows, and print while maintaining and evolving established brand systems.

MATERIAL+ (T-3) / ART DIRECTOR / 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 and social platforms while developing and pitching concepts aligned with brand goals. Worked closely with writers to build TV spots, produced graphics and mock-ups for presentations, and collaborated with interdisciplinary teams to bring ideas to life. Directed photoshoots and provided digital insight, thoughtful design recommendations, and constructive feedback throughout the creative process.

TEXAS ROLLERGIRLS / CHIEF MARKETING OFFICER / AUSTIN, TX / 2023-2025

Led the Texas Rollergirls marketing committee, developing, executing, and overseeing strategies to drive league awareness, engagement, and growth. Directed marketing campaigns across digital, print, and social channels, ensuring consistent messaging aligned with organizational objectives. Collaborated with board members across revenue, production, operations, and interleague teams to plan and implement integrated initiatives, while managing budgets and maintaining brand consistency across all marketing efforts.

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

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

Led and built digital and print pieces while strategizing social cadence with the media team and tailoring existing creative for various placements. Maintained brand design consistency across all marketing and advertising materials, implemented design ideas based on best practices, and adhered to creative briefs, timelines, and budgets. Challenged new ways of thinking within the agency to produce strategically sound work, and planned and directed photoshoots to support campaign needs.

VAYNERMEDIA / ART DIRECTOR / NEW YORK, NY / 2014-2017

Clients: Dove Mens + Care, Mountain Dew, Pepsi, Pure Leaf Iced Tea, Quaker Oats, Sierra Mist, Snuggle, Starbucks Doubleshot & Vaseline

Curated digital designs with a focus on social media-based campaigns while producing mock-ups, storyboards, and presentations to communicate concepts. Led brainstorming and presentations, coordinated and directed photo and video shoots, and worked closely with photographers, directors, cast, and crew to ensure elevated production. Attended casting calls, supervised talent, sourced and styled props, and collaborated with various stylists. Mentored and led assigned creative staff and contributed to new business pitches.

CONTACT

jessicawillard.com

[in: jessicawillard](mailto:in: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