

# JESSICA WILLARD

## CONTACT

jwill20@gmail.com  
[jessicawillard.com](http://jessicawillard.com)  
[in:jessicamwillard](https://in.jessicamwillard)

## SOFTWARE

Adobe Creative Suite  
Email Marketing Software  
Google Docs Office Suite  
iWork Productivity Suite  
Microsoft Office  
Sketch  
Invision  
Figma

## EDUCATION

Savannah College of Art and Design  
Major: Graphic Design  
Minor: Art Direction  
2010

Art Director & Designer with 15 years of experience leading concept-to-delivery creative across digital, print, and experiential. 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 brainstorms 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.