

# JESSICA BIEGALLE

## CREATIVE LEADER UX/DIGITAL DESIGNER ART DIRECTOR COPYWRITER

### Summary

I am a creative leader with experience in UX design, web design, copywriting, animation, photo styling, social media, and management.

### Achievements

- SAFE® for Agile Certified
- Audience Honor Overall Instagram Presence for Meijer 2019 National Shorty Awards
- 2015 Easter campaign named "Judge's Choice" during Addy Awards
- Gold Addy Award for Art Direction in 2017
- Gold Addy Award for Social Media in 2015
- Gold Addy Award for Copywriting in 2014

### Contact Details

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Grand Rapids, MI

## Career History

### SENIOR UX & VISUAL DESIGN LEAD

*Haworth | June 2021 - present*

- Redesigned entire eCommerce site with an eye towards conversion, brand identity, UX best practices, and accessibility
- Executed visual designs for all marketing & site materials including email, paid social, site banners, landing pages, PDP, and other digital elements
- Worked cross-functionally with marketing and product owners to develop creative brand guide for product collaborations including Halo and Xbox
- Interpreted brand & business needs and transformed them into innovative, creative and results-oriented digital solutions
- Presented deliverables on behalf of the creative team to executive leadership on a biweekly cadence
- Developed the D2C brand style guide and led implementation across all digital platforms

### SENIOR DESIGNER

*Meijer | Jan 2019 - April 2021*

- Designed visual branding for all digital properties including email, homepage updates, landing pages, product pages, social media, and video
- Created compelling, company-wide campaigns from beginning to end including web design, art direction, and copywriting
- Led team creative process including facilitating brainstorming, providing feedback on design, and presenting concepts to leadership
- Developed a year-round design system and color palette to support all promotional holidays and promotional events
- Designed weekly marketing materials including social posts, emails, site updates, landing pages, and content banners
- Animated social posts and emails using Photoshop and After Effects

### CREATIVE TEAM LEAD

*Meijer | October 2017 - Jan 2019*

- Managed team of eight designers and art directors working on social media and digital creative
- Translated marketing briefs into compelling creative campaigns to meet strategic goals
- Reviewed all digital design and copy to ensure creative adhered to brand standards
- Created social media style guide to establish best practices for both designers and copywriters across social channels

### WEB DESIGNER

*Meijer | October 2015 - October 2017*

- Designed customer-focused digital products including landing pages, emails, product pages, and digital ads
- Created award-winning social media campaigns and saw them through from concept to go-live
- Led creative brand campaigns from beginning to end, including facilitating brainstorming, creating brand guides, and presenting work to senior leadership

## Education

### Cornell University

*User Experience Design Certificate, 2021*

### Grand Valley State University

*Bachelor of Arts in Creative Writing, 2010*

### Photography Workshop

*Taught by Gabriel Cabrera of Artful Desperado, NYC 2019*

### Photography and Styling Workshop

*Taught by Betty Binon of Stems and Forks, Ontario 2019*