

Jessica Lowry

Senior Graphic Designer

Atlanta GA

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Portfolio

www.jessicalowrydesigns.com

Skills

Design & Web

Graphic Design
Responsive Web Design
UX/UI Design
Design Systems
Print Production
Environmental Design

Marketing & Strategy

Digital Marketing
Email Marketing & Automation
SEO (Foundational)
Campaign Development
Brand Storytelling

Professional Skills

Project Management
Cross-Functional Collaboration
Stakeholder Communication
Deadline-Driven Execution

Software

AI Tools
• Adobe Firefly
• ChatGPT
• Copilot
Adobe Creative Suite
Sketch/Figma
Ceros
Project Management Tools
Email/CRM Platforms
• Marketo
• Mailchimp
• Constant Contact
• Salesforce Marketing Cloud (Pardot)

Education

General Assembly's HTML, CSS &
Web Design Course – 2019

BFA in Graphic Design from The Art
Institute of Atlanta – 2013

Senior graphic designer with 10+ years of experience creating high-impact marketing assets across digital and print, including 2+ years in responsive web design. Leads projects from concept through execution, building cohesive visual systems and brand storytelling aligned with business goals through close cross-functional collaboration.

Work History

Optiv

Senior Designer, July 2022 - Oct 2025

- Led the creation and evolution of cohesive design systems supporting marketing campaigns, corporate events, and experiential initiatives across digital and print platforms
- Partnered closely with cross-functional teams across marketing, events, and other departments to align creative solutions with broader business goals and brand strategy
- Owned projects from concept through execution, translating objectives into clear visual direction while ensuring quality, consistency, and on-time delivery
- Refined and improved creative systems using performance insights, stakeholder feedback, and team collaboration to strengthen effectiveness and scalability
- Provided creative feedback and guidance to team members, maintaining established design standards and ensuring brand consistency across all deliverables

Black Bear Design

Web Designer, 2019 - 2022

- Planning site design, functionality, and navigation through style tiles, sitemaps, and wireframes
- Communicate with clients about overall goals and expectations of web projects while keeping in project scope & budgeted hours for project completion
- Develop responsive websites in wordpress with analytics, tracking, and CRM lead capture where applicable

Graphic Designer, 2017 - 2019

- Design and execute marketing materials such as flyers, tradeshow banners, brochures, and print and digital ads for clients based on project goals
- Designing, building, and maintaining email creative using responsive templates

MD Publishing

Graphic Designer, 2014 - 2017

- Designed and maintained 3 monthly magazine publications and print ads working closely with clients on overall ad goals
- Designed trade show collateral including booth displays, giveaways, sales slicks, etc. while working with vendors for printing of trade show collateral