Jenifer Szwejbka

Reno, Nevada ✉ jszwejbka@gmail.com ☐ 443-838-6336 ⬚ linkedin.com/in/jeniferx
☁ https://jeniferszwejbka.com

SUMMARY

Creative design lead with 16+ years in digital advertising and technology. Skilled in brand strategy, visual design, and content development, with a proven record of elevating engagement, strengthening brand visibility, and driving measurable impact. Experienced in directing cross-functional teams and aligning creative vision with strategic goals to deliver innovative content.

EXPERIENCE

Visual Design Lead | Media and Interactive Content Developer
True Group - Oakbrook, IL   April 2024 - Present

- Improved customer satisfaction by 68% and increased client retention by 87% in 5 months by partnering with cross-functional teams to deliver 14 visually impactful content pieces.
- Increased profit margins by 25% in the first month through a successful localization strategy that drove global acceptance and market expansion.
- Delivered measurable business growth within 4 months by enhancing brand visibility and engagement through 3D and motion-driven content strategies.

Associate Manager, Brand and Visual Design
Spotify - New York, NY   June 2022 – April 2024

- Increased overall user satisfaction by 64% by collaborating with engineers and product designers to optimize the consumer-facing product experience.
- Enhanced project clarity and team alignment by developing a new visual and conceptual design direction within 3 months, supported by mood boards and design reviews.
- Strengthened brand consistency across digital platforms in 6 months by creating cohesive visual designs for Ads.Spotify.com.
- Boosted global brand awareness and increased audience engagement by 46% within one year through localized online content in six languages.

Creative Direction | Brand and Visual Design Lead
Circle Internet Financial - Boston, MA   July 2021 - June 2022

- Increased engagement by 52% and boosted user acceptance by 36% by executing a comprehensive brand strategy that fostered a more unified talent team.
- Improved project efficiency and product quality by 43% by leading a cross-functional team to optimize the design process in collaboration with product designers and engineers.

Creative Direction | Brand and Visual Design Lead
Pinterest - San Francisco, CA   September 2017 - October 2021

- Increased product quality and user satisfaction by 61% by partnering with engineers and product developers to enhance design strategies.
- Improved business operations within 4 months by implementing a comprehensive brand strategy across four business functions, resulting in a 56% rise in employee acceptance.
- Boosted project alignment by 78% in 3 months by establishing a clear visual design direction that enhanced collaboration and outcomes.
- Enhanced team efficiency and project alignment by 46% in 6 months through detailed documentation for visual design and content direction.

Lead Content Strategist and Visual Designer
Cadreon - San Francisco, CA   **April 2016 - September 2017**

- Improved design process efficiency by 46% by collaborating with engineering and product teams, accelerating product development and time-to-market.
- Increased alignment with product changes by 41% through prototyping, streamlining development processes, and enhancing online content flexibility.

Lead Content Strategist and Visual Designer
Netflix - Los Gatos, CA   **December 2014 - April 2016**

- Improved design efficiency by 36% and increased user satisfaction and retention by enhancing UX through iterative prototyping in collaboration with engineers and product developers.
- Reduced support inquiries by 25% within 6 months by simplifying complex workflows for a technical audience, improving comprehension and usability.

Visual Designer and Interactive Content Developer
Turn - Redwood City, CA   **April 2014 - December 2014**

- Increased sales team proficiency by 47%, directly contributing to a substantial rise in profit margins.
- Improved user experience by 32% through prototyping and innovative visual design, reducing support requests by 24%.

Visual Designer and Interactive Content Developer
Goosebumps, LLC. - Saratoga, CA   **April 2011 - April 2014**

- Increased lead conversion by 25% by designing branded presentations, webpages, and digital resources that significantly enhanced sales and revenue.
- Propelled product awareness by 74% and improved brand exposure through strategic design methodologies, strengthening customer retention.

Visual Designer and Content Developer
Sony Interactive Entertainment America - San. Mateo, CA   **January 2009 - April 2011**

- Increased user interaction by 30% by revitalizing the visual interface and developing interactive content with HTML, PHP, and JavaScript.
- Improved program visibility by 60% with innovative visual designs, reducing attrition rates and boosting employee engagement.

EDUCATION

Bachelor of Science, Computer Science
University of Maryland

Associate of Arts, Visual Arts and Graphic Design
College of Marin

SKILLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Dreamweaver, Audition) Visual and Brand Strategy (Typography, Layout and Composition, Mood boarding), Web and Multimedia (HTML, JavaScript, XML, Motion Design, Digital Media Production) Graphic and UI/UX Design (Figma, Miro, InVision, Notion), User Engagement Optimization, Project Management Tools (Asana, Coda, Trello