



JENNIFER WANG

Visual Designer

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EDUCATION

San Diego State University

Jun 2006 - May 2010

BA in Graphic Design

Minor in Marketing

CERTIFICATIONS

Springboard UX Design

August 2018

Online UX design workshop that covers User Centered Design, User Research & Content & Strategy.

SKILLS

CORE

UX/UI design & strategy

Visual & interactive design

Cross-functional collaboration

Email & marketing campaigns

Website redesign & optimization

Creative direction & team leadership

Adobe Creative Suite, Figma, HTML/CSS

Agile & sprint-based development

Design

Visual presentations | Style guides |

Branding & logo design | Product ads |

Web & print banners | Illustrations |

Infographics | Trade show booths

Adobe CC

Photoshop | Illustrator | InDesign |

Lightroom | Animate | Premiere Pro

Project Management

JIRA | Asana | Slack | Trello |

Sharepoint | Basecamp

Visual Presentations

Keynote | Google Slides | PowerPoint |

Prezi

Other

Microsoft Office

Word | Excel | PowerPoint

Marketing Cloud | Sitecore | HubSpot |

WordPress | Confluence

EXPERIENCE

Creative Design Manager | MFour Mobile Research

Feb 2020 - Present | Irvine, CA

Lead creative strategy and execution for digital campaigns, including marketing emails, videos, social content, webinars and trade show materials

Directed company-wide website redesign and brand refresh, coordinating with stakeholders, and other departments (Sales, Operations and DevOps teams)

Collaborated with research and product teams to develop campaign assets such as mock ups, icons and sales collateral for product launches

Managed and mentored junior designers, providing design feedback, overseeing their workflows and project prioritization

Spearheaded development and QA of weekly website releases to support evolving marketing objectives

Managed email marketing through HubSpot, including designing and scheduling campaigns, building and segmenting contact lists, creating forms, and publishing social media posts.

UI & Graphic Designer | Contiki Holidays

Sept 2018 - Jan 2020 | Cypress, CA

Designed and executed email campaigns using Salesforce Marketing Cloud

Developed and refreshed branded collateral—including flyers, business cards, and promotional banners—in alignment with global brand standards.

Designed web and digital assets for both consumer and trade marketing across multiple platforms (website, email, print)

Ensured brand consistency across campaign touchpoints while adapting creative for global audiences

Visual Design/UX Manager | SETA International

Mar 2015 - Sept 2018 | Irvine, CA

Translated UX data and heatmap analytics into actionable UI improvements that boosted user engagement

Led presentation of design concepts, wireframes, and interactive prototypes to stakeholders

Oversaw internal design team, ensuring high-quality deliverables on tight timelines

Designed UI/UX for websites and mobile applications, producing wireframes, mockups, and flow charts

Collaborated with development, marketing, and engineering teams to deliver cohesive digital products

Balanced multiple projects while addressing shifting priorities and deadlines