JESSIE ALCARAZ

Creative Designer

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SUMMARY

Designer with 10+ years across print and digital, the last five fully digital. I started as a print production artist, so I know the craft from both the drawing board and the press floor, and I still bring that rigor to everything I make. Today I build visual identities that hold up across every channel. Brand systems, campaigns, single emails. Give me a messy idea and I'll hand you back something people actually get. In-house and agency work has taught me how to keep a team moving and how to explain a decision without a deck.

EXPERIENCE

Freelance Email Designer
(Aug 2026 to Present)

Growth Capital Co

- Structured Figma files with clear naming and organized layers, making projects easy to navigate for client-facing email reviews.
- Built scalable Figma design systems with reusable components and styles, templatizing email designs for consistent, on-brand output across different clients.
- Designed impactful email campaigns that optimized open rates, click-through rates, and conversions.

Digital Designer
(Apr 2024 to July 2026)

Grön Confections

- Created static and animated ads that drove brand narratives and contributed to up to $2M in Q4 2025 sales.
- Led quarterly campaigns end to end covering strategy, copy, segmentation, and execution. Learned Klaviyo and Typeform to tighten targeting. Boosted open and click-through rates without DTC access, using sharper segmentation and smarter forms.
- Took full ownership of social planning, strategy, and execution.
- Created animated brand content and video assets in After Effects for social, web, and campaign use.
- Designed responsive landing pages and microsites, then partnered with developers to ensure faithful implementation across devices and browsers.
- Trained junior designers on digital asset creation and industry-standard tools.
- Led photoshoot art direction and restructured the brand's photo library, creating a consistent, on-brand visual archive for cross-channel use.

Senior Designer
(Oct 2023 to Mar 2024)

AMB Interactive LLC

- Created visually stunning, conceptually rich animation that elevates brand storytelling and engagement across digital platforms.
- Designed impactful email campaigns that optimized open rates, click-through rates, and conversions for diverse clientele.
- Crafted cohesive brand identities aligned with target audience preferences and strategic business objectives.

SKILLS

Digital Design, Creative Direction, Brand Identity, Email Marketing, Display Ads, Social Media Planning & Strategy, Motion Design, Web Design, Photography, Mentorship, Art Direction, Creative Strategy, Digital Marketing, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Figma, Klaviyo, Typeform

EDUCATION

The Art Institute of Portland
(2012 to 2016)

Bachelors in Fine Arts, Graphic Design