

Jackson Thibault

Graphic & Web Designer

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EXPERIENCE

O'Rourke Media Group *Senior Digital Designer*

January 2019 - Saint Albans, VT

** In December 2018, Messenger Marketing underwent new ownership and was transformed into O'Rourke Media Group, which presented numerous, larger scale opportunities to collaborate with community newspapers, local news organizations, and hyper-niche publications across the country, in addition to being a full-service agency. My design/collateral-focused work didn't completely cease after this transition, but I took on a greater lead role within the design team and my responsibilities pivoted more to the website and digital end of the scale within O'Rourke Media Group.*

General Responsibilities:

- Act as lead for executing visually appealing, user-friendly website projects from concept to completion, with a deep understanding of strategy, objectives, UX and accessibility standards, timelines, and individual client budgets
- Ownership of design, strategy, development, execution, and monitoring/updating of websites for 90+ clients
- Design high-converting web pages, landing pages, graphics, icons, interactive elements, and other digital elements.
- Ensuring deadlines are met and prioritizing tasks effectively
- Ensure all digital designs are visually compelling and adhere to brand guidelines.
- Stay abreast of the latest trends in digital design and technology.
- Provide guidance and mentorship to junior coworkers
- Utilize an innovative mindset and approaches (e.g., human-centered thinking, accessibility) to design, develop, prototype, and test websites for clients
- Conceptualize, develop, and deliver other digital projects of varying complexity and across multiple formats
- Rapidly iterate and deliver wireframes, flow diagrams, sketches, storyboards, and prototypes to bring ideas to life and communicate the current or future experience to current and prospective clients
- Develop and maintain strong relationships with website clients through clear and effective communication.
- Respond quickly and effectively to urgent queries from clients
- Able to customize websites based on the unique needs of clients utilizing built-in tools, developer tools, custom CSS, plugins, and a variety of other methods
- Implemented online stores for multiple clients using Woocommerce CMS framework
- Leverage research and analytic insights to inform design and website development decisions
- Ensuring all websites development utilize rigorous standards such as SEO utilization, clear visual hierarchy, accessibility standards (WCAG standards, minimum A/AA depending on client), robust security protocols, and other conventions
- Implementation, monitoring, and analysis of Google Analytics across all website clients
- Support and maintain internal brand identity that reflects company values that resonates with target audiences for O'Rourke Media Group
- Create and maintain a suite of internal assets/collateral for digital needs
- Collaborate with other designers and marketing teams to create digital assets for other purposes on an as-needed basis (e.g., internal assets, company website assets, etc)

A Few Success Stories:

- Website clients included high-profile, prominent, and local organizations such as Northwestern Medical Center, RiseVT, OneCare Vermont, Adirondacks ACO, and Western Wisconsin Health.
- At RiseVT's request, develop a knowledge base tool for classroom teachers. RiseVT was a large state-wide grassroots effort that began circa 2017 to encourage Vermonters to take on healthier lifestyles.

Messenger Marketing *Junior Graphic Designer* **July 2016 - December 2018 - Saint Albans, VT**

General Responsibilities:

- Collaborate closely with a team of strategists, writers, designers, videographers, vendors, contractors, etc., to complete various objectives
- Craft compelling visual narratives, unified brand experiences, and stories across all channels (print, website, digital, email, social media)
- Collaborate with design team to produce visually impressive design collateral for print, digital, website, social media, and other channels
- Work closely with a wide range of client types (from individuals to corporate-sized organizations), using effective communication strategies to understand their wants and needs. Support project execution for these clients from start to finish with a clear understanding of strategy, project objectives, branding standards, UX standards, timelines, and budget

EXPERIENCE

- Stay abreast of the latest trends in print design and technology
- Deep understanding and implementation of brand, identity, accessibility, and other type of standards for both internal and external work
- Ability to contribute to the development of omni-channel materials, including print materials and package print materials for print production
- Develop and maintain client style guides for print and digital assets
- Support and maintain internal brand identity that reflects company values that resonates with target audiences for Messenger Marketing
- Create and maintain a suite of internal assets/collateral for print/design needs
- Effectively meet multiple deadlines
- Creation of assets and collateral for Messenger Marketing website, social media, and other outlets

A Few Success Stories:

- Acted as lead designer for OneCare Vermont rebranding; designed and developed the final OneCare Vermont logo
 - Collaborated within a team to develop two community initiatives for RiseVT. Took on the role of lead designer for the Active Play campaign, focusing on enhancing daily exercise for school-age children. Additionally, served as the lead digital designer for RiseVT's Sweet Enough campaign, collaborating with local schools and governments to raise awareness about the negative effects of added sweeteners and promote healthier alternatives. Successfully executed digital landing pages, email campaigns, radio and digital advertisements, event posters, and various collateral for both initiatives.
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SKILLS & SOFTWARE

- Excellent conceptual and visual communication skills ★
- Intrinsic understanding of interaction design and graphic design principles ★
- Strong desire to provide highly creative ideas for all projects ★
- Pixel-level attention to detail ★
- Ability to uphold and deliver work at the highest quality standards ★
- Able to work with tight deadlines ★
- Photoshop ★
- InDesign ★
- Illustrator ★
- Premiere
- Microsoft 365
- Other niche design software as needed (e.g., Canva)
- Project management (Redbooth)
- Content management systems (Wordpress, Woocommerce) ★
- Google Analytics
- Google Search Console
- SEO
- PHP
- Social Media
- A/B and split testing

★ = Wizard

EDUCATION

Lyndon State College - *B.F.A., Graphic Design*
August 2012 - May 2016