JACQUELINE SARAVIA

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INTRODUCTION

Highly creative and results-driven senior director with over 8 years of experience leading high-impact visual campaigns across digital, print, and multimedia platforms. Proven ability to manage and mentor creative teams, collaborate with cross-functional departments, and deliver polished projects on time and within budget. Passionate about blending creativity with strategic thinking to produce compelling visual experiences that drive engagement and elevate brand identity.

SKILLS • TOOLS

Skilled Leadership • Client Relations • Project Management • Time Management • Conceptual Thinking • Problem Solving • Interpersonal Abilities • Critical Thinking • Adaptability • Flexibility • SEO Strategy Development • HTML • CSS • JavaScript • jQuery • WordPress • Photoshop • InDesign • Illustrator • Edge Animate • Google Analytics • HubSpot • Sitefinity • Umbraco • Adobe XD • Figma • Monday.com

EXPERIENCE

Art Director — *BoxCrush*   2021 - PRESENT

Oversee entire design department by managing and mentoring a team of 6+. Collaborate with executive team and sales division in creating marketing plans, aligning team priorities with business objectives to deliver high-quality work on time and on budget for 20+ clients.

- **Develop creative briefs for clients** based on ideas established in client meetings with direction, schedules, and expected deliverables for design team.
- **Establish design department standards** for production, productivity, quality, and client service.
- Ensure team adheres to standard design processes, **identifying opportunities for continuous improvement, proposing and creating processes to support design operations**.

Web Designer & Developer — *BoxCrush*   2019 - 2021

Utilized HTML, CSS, and JavaScript to design and create user-friendly websites. Improved UI/UX by researching and generating custom layouts, graphics, and digital applications. Mastered web designs from conception to completion and liaised with developers to build custom features through multiple programming languages.

- Successfully **built 50+ landing pages from scratch** through multiple CMS using HTML and CSS, including 70+ emailers.
- **Increased productivity and client satisfaction by 25%** through continuous leadership and training of a team of designers.
- **Designed specialized sites** for clients requiring particular aspects of interactivity and performance.

Graphic Designer — *Gannett | USA Today Network*   2017 - 2019

Collaborated with national and international clients to create digital and print advertisements. Utilized Adobe Edge Animate to generate eye-catching motion graphics. Originated new design concepts, layouts, and graphics in coordination with clients for websites.

- **Played a key role in partnership** with the development team for designing websites.
- **Developed, designed, laid out and produced** a variety of technical illustrations, digital and print designs for brochures, banners and signs for 200+ publications.
- **Designed new, on-brand visual elements** focusing on concept and messaging.

EDUCATION

Bachelor of Science in Media Arts — *Indiana University*   2012 - 2016
Human-Computer Interaction Certificate — *Indiana University*   2012 - 2016