

Jennifer Blazauskas



Creative Director

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Professional summary

Creative Director with 16 years of experience in enhancing brand visibility and customer experience through innovative design and strategic marketing. Skilled in Illustrator, Wordpress, SASS, and other key tools, consistently driving market growth and delivering high-quality, impactful solutions. Passionate about transforming digital presence and leading successful UI/UX projects to elevate market position.

Employment history

JAN 2022 - PRESENT

Creative Director, Financial Technology Solutions International

- Manage design team, enhancing digital presence and multimedia content, boosting brand visibility.
- Directed the website redesign and successful migration to HubSpot, optimizing user experience and functionality.
- Collaborate with executive team on go-to-market strategies, driving market growth and product success.
- Optimize project timelines and development processes, consistently delivering high-quality products ahead of schedule and under budget.
- Spearhead innovative design strategies, elevating brand visibility and driving market growth through cohesive multimedia content and go-to-market initiatives.
- Developed detailed storyboards, planned video shoots, created custom motion graphics, and edited video content to deliver high-quality, engaging visual stories.

APR 2020 - JAN 2022

Senior UI/UX Designer, Financial Technology Solutions International

- Spearheaded the company's brand refresh, driving a comprehensive overhaul of brand identity and positioning.
- Lead UI/UX design for ATM software and web apps, improving customer experience and product strategy.
- Implement rigorous project oversight and testing protocols, consistently exceeding customer expectations.
- Fostered cross-functional collaboration to align UI/UX designs with business objectives, resulting in cohesive and user-centric financial technology solutions.

AUG 2016 - APR 2020

Senior Interactive Developer, Financial Technology Solutions International

- Redesigned company website, email campaigns, and landing pages, driving significant web traffic.
- Implemented data-driven improvements to company website and email campaigns, significantly boosting web traffic and engagement metrics.
- Spearheaded UI/UX enhancements based on user behavior data, leading to more intuitive interfaces and increased product adoption rates.

APR 2014 - AUG 2016

Marketing Lead / Web Developer, Financial Technology Solutions International

- Led a team of 4 in marketing and development, boosting project efficiency and team collaboration.
- Managed CRM for lead generation and reporting, enhancing customer engagement.
- Created brochures and digital signage, increasing brand visibility and marketing reach.
- Coordinated trade shows and webinars, improving client interaction and expanding market presence.

NOV 2012 - MAR 2014

Web Designer / Developer, Home Junction Inc.

- Developed custom WordPress themes and plugins, enhancing website functionality for diverse clients.
- Designed and implemented client websites from concept to completion, ensuring high-quality deliverables.
- Meticulously crafted responsive designs, optimizing performance across devices and improving overall site accessibility and user engagement.
- Conducted thorough website audits, identifying and implementing performance enhancements that led to measurable improvements in load times and SEO rankings.

JAN 2008 - NOV 2011

Web Programmer / Marketing Assistant, Nexaira Inc.

- Designed and maintained e-commerce site, boosting sales and enhancing user experience.
- Developed UI/UX for router app, improving user engagement and reducing support inquiries.
- Created marketing materials, increasing brand visibility and product appeal.
- Partnered with marketing team to produce compelling content, driving brand recognition.
- Maintained company website, ensuring optimal performance and up-to-date content.

Education

SEP 2004 - SEP 2007

BS - Interactive Media and Web Development, The Art Institute of California San Diego

SAN DIEGO

Achievements: Deans List, Graduated with High Honors

Activities: Participated in EdVenture Partners Coke-a-Cola and Toyota Yaris Campaign Challenge

Courses

Certified Professional in Accessibility Core Competencies (CPACC) at IAAP

Inbound Marketing Certification at HubSpot

Digital Signage Content and Media Expert at DSEG

Information Design & Visualization Fundamentals at Gymnasium

Skills

Photoshop (Expert)



AfterEffects (Expert)



Figma (Skillful)



jQuery (Experienced)



Wordpress (Expert)



Google Web Master Tools (Experienced)



Marketing & Sales Platforms (Experienced)



Salesforce (Expert)



Illustrator (Expert)



Premier (Experienced)



HTML5 / CSS (Experienced)



Bootstrap (Experienced)



SEO Optimization (Experienced)



Google Analytics (Expert)



HubSpot (Expert)



Teams (Experienced)



Links

[LinkedIn](#)

[Website](#)

Hobbies

I love rock climbing with my friends and getting outdoors with my dog.