

JAYNE WORTH

DESIGN + CREATIVE STRATEGY + CLIENT EXPERIENCE

CONTACT

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- Raleigh, NC

ASPIRATIONS

As a designer and communication specialist, I enjoy using my compassion and vision to serve others by creating clear, authentic, and impactful communications solutions that help others and ultimately the world at large!

I strive to solve the creative and communication problems of others through clear, unique, and conceptually cohesive solutions. From various types of design, user experience, content strategy, brand identity, marketing coordination, and business development, I enjoy combining many creative skills and processes to reach successful, practical, human-centered solutions. I constantly strive to better understand and help others, regardless of the materials or context.

EDUCATION

Bachelor of Arts | Graphic Design

Minors; Spanish, Studio Art, Photography, Art History

Meredith College, Raleigh, NC

2007–2011

LANGUAGES

English + Spanish

WORK EXPERIENCE

Business Development Representative | Carolinas Team

Landscape Forms

Oct 2023 - Present

- Implement the company's Go-To-Market Strategy in partnership with the in market team
- Works closely and take direction from the in market team and Sales Director to find project leads, give presentations and maintain existing accounts
- Meet or exceed established sales goals and maintain budgets.
- Knowledge of products and descriptions.
- Develop a pipeline of projects through our core markets of designers, end users, and contractors
- Works to close orders with designated accounts
- Establish positive relationships with internal and external partners, including a specific list of designated accounts, in order to maintain successful project and/or territory management.
- Provide customers with updated material and product information.
- Promote and increase awareness of Landscape Forms through professional organization such as ASLA, IFMA, and AIA.
- Responsible for timely response to leads and inquiries.
- Understand plans and spec's and be able to follow up with contractors and/or designers
- Problem solve and find opportunities to offer solutions to customer needs

Freelance Graphic Designer + Creative Content Strategist

Self-Employed

Jan 2009 - Present

- Develop unique brand, creative, communication, and experience solutions for clients
- Help clients cultivate and communicate their messages and reach their target audience through an array of unique, conceptual, creative communication work
- Educate clients on the importance of effective creative and communication strategy and execution!
- Freak out about fonts and letters

Reiki Practitioner + Intuitive Reader

Self-Employed

Jan 2020 - Present

- Usui and Kundalini Reiki I, II, III Master
- Animal reiki practitioner
- Certified energy scan practitioner
- Hold space for others, cheer them on in the lives, and clear out old energy that's no longer serving!!

Digital Strategist + Training Coordinator

N.C. Department of Information Technology

Jun 2023 - Oct 2023

- Assist state agencies in new websites building
- Provide support and consult agency partners on the Digital Commons platform best practices
- Promote accessibility guidelines
- Create website content inventories and site audits.
- Optimize SEO
- Train and educate agency partners on platform best practices
- Seek creative ideas and use visualization techniques to help improve delivery of services
- Collaborate with the team on testing new platform features
- Research the latest digital tools and interactive trends
- Evaluate and implement improvements on digital strategy for the state agency websites
- Develop and implement customer surveys, data visualizations and website analytics

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SKILLS

CREATIVE

Brand Identity, Digital Design, Web & Mobile Design, Print Design (Digital, Vinyl Applications, Large Format; Familiar with Offset and Silkscreen), Trade Show Booths, Visual Systems, Layout, Typography, Color Theory, Copywriting, Photography (B/W Film Processing, Printing, Digital Imaging, Photoshop, Lighting Studio), Textiles & Fibers (Various Sewing, Pattern Design, Dying, Printing, and Bounding Techniques), Art History

USER EXPERIENCE

Site Objectives & Strategy: Business, Creative, Site Goals, User Needs, Research, and Competitive Analysis, Qualitative and Quantitative Data Analysis, Behavioral and Demographic Personas, Content Design + Strategy, Wireframes, Information Architecture, Information Design, Interaction Design, Navigation Design, Interface Design, Visual Design

INTERIOR

Space Planning and Layout, Furniture and Decor Selection, Textile Selection, Color Coordination, Lighting Selection, Floor and Wall Coverage, Window Treatments, In Home Consultations, Client Communication and Care, Lead Clients Through Full Design and Sales Processes, Presentation and Mockup Presentation and Execution

TECHNICAL

Adobe Creative Cloud, Figma, Icovia, Website Optimization, A/B & MvT Web Testing, Open Source Software, Lightspeed POS, Drupal, Quickbooks; Familiar with HTML & CSS

BUSINESS DEVELOPMENT

Marketing, Sales, Client Relations, Project Management, Team Lead and Cross-Team Collaboration, On-Boarding, Developing and Improving Existing Processes, Presentations

WORK EXPERIENCE CONTINUED

Visual Content Designer + Creative Strategist

Greenpeace USA, Washington D.C. Metro Area

Oct 2018 - May 2023

- Coordinate with social media and digital strategists to lead the creation of bold and compelling digital content to educate and persuade our audiences and potential leads to take inspired action
- Support priority project teams in conception and production of creative assets; including but not limited to memes & macros, infographics, digital ads, emails, videos assets, and landing pages
- Develop style guides or creative concepts for priority projects
- Help maintain the integrity of the Greenpeace brand, while also remaining flexible enough to expand upon it
- Help brief and evaluate work from external designers
- Contribute to the evaluation and strategy of campaign output, with an emphasis on learning what creates engagement

Interior & Graphic Designer

Hudson & Crane, Washington D.C. Metro Area

Feb 2017 - Oct 2018

- Establish accounts and foster relationships with new interior design clients and partners
- Maintain full residential client book
- Maintain client and vendor record keeping, follow-up, and communication
- Lead clients through full design, sales, installation, and follow up processes
- In-home residential client consultations
- Take measurements and prepare floorplans and schematics
- Assist the client with creative problem solving to help them achieve their functional and aesthetic interior design goals
- Assist with walk-in vendors, designers, and clients, as well as scheduled meetings
- Collaboration with in-house design team to develop design ideas
- Research and prepare furniture, fixtures, material, and product information
- Maintain and pursue knowledge of various vendor product lines
- Prepare presentation materials and graphics with mockups, floor plans, etc
- Assist principle designer with commercial design projects
- Advise on strategy, development, and execution of company brand identity and business development efforts
- Advise on strategy, development, optimization, and creative direction of company website re-design and launch
- Develop an array of marketing materials and creative assets for print and digital platforms

UX and Visual Designer

Brooks Bell, Raleigh, NC

Jul 2014 - Jun 2016

- Combine UX, creative, and analytic processes to create website testing and content strategies to increase online conversion rates by simultaneously meeting user needs and client business goals
- Effectively target appropriate markets and lead them to the desired point of action through clear, efficient, satisfying user experiences
- Aid in the development of a unique UX/Creative framework for testing and optimization that was implemented company-wide
- Assist in overall company testing strategy and process improvements
- Finalize and ensure proper use of internal company brand standards
- Aid in development of company marketing materials including: Event and trade show assets, print and web assets, business development and sales materials, and more

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REFERENCES

References Available
Upon Request

WORK EXPERIENCE CONTINUED

Graphic Designer

Red Hat, Raleigh, NC

Jan 2013 - Jul 2014

- Collaborate with senior level designers, project managers, and marketing managers to carry out company-wide creative and marketing requests
- Layout an array of company web and collateral pieces while ensuring proper application of company branding standards
- Prepare final files for print and web implementation

Administrative Assistant

Turning Point Surveying, PLLC, Raleigh, NC

Aug 2012 - Dec 2012

- Process client correspondence and survey requests
- Utilize Geographical Information Systems for research purposes
- Manage client accounts with QuickBooks

Graphic Designer

Meridian Kiosks, NC

Jun 2011 - Jun 2012

- Help customers realize their visual aspirations for their self-service needs through various creative methods which include a strong focus on concept and brand
- Finalization of company rebranding and repositioning
- Prepare files and oversee all print production and application of vinyl art
- Website updates and SEO implementation
- Execution of marketing planning and efforts including press releases, social media, blogs, and collateral
- Develop user journeys, customer personas, and corporate scenarios that walk through internal and external user experiences
- Aid in preparation of event and trade show planning

Graphic Design Intern

Meredith College, Raleigh, NC

Sep 2010 - Jun 2011

- Implement website updates
- Finalization of department branding and application
- Revision of marketing collateral and web assets
- Photograph department events
- Collaborate with marketing team to develop successful content

Barista

Starbucks, Raleigh, NC

Oct 2005 - Jul 2011

- Creating quality, customized craft beverages, often high volume amounts
- Connecting with my customers and educating them on various offerings
- Multitasking to maintain efficiency and store cleanliness and visual standards
- Meeting sales goals