

Jarred Russell

San Jose, CA • (408) 835-2260 • jarredr@icloud.com • [linkedin.com/in/jarredrussell](https://www.linkedin.com/in/jarredrussell) • www.jarredrussell.com

Dynamic Creative Leader with 15+ years of experience across interactive design, creative team management, and digital marketing. Skilled at design thinking and strategy, aligning creative with marketing and business objectives. Motivational coach and mentor, leading teams from brief to execution and achieving tangible goals.

Experience

Design Consultant • **Freelance** • San Jose, CA

2023 - present

- Create marketing collateral for St. Martin of Tours School

Senior Design Manager • **eBay** • San Jose, CA

2010 - 2022

Originally hired as Senior Designer, received 3 internal promotions

- Increased creative production by 100x through design thought leadership and the development of a proof-of-concept that utilized multi-armed bandit testing and machine learning
- Participated in a weeklong design sprint that is estimated to have driven \$480M in GMB by considering and optimizing the end-to-end customer experience to strengthen brand loyalty and increase purchases
- Crafted a Creative and Content Strategy that aligned the Brand Playbook with the Product Design System, providing guidance on voice and tone, and defining conversational marketing
- Created a presentation for a proposed redesign by auditing existing emails, gathering best-in-class examples, and conducting an A/B test, resulting in CMO buy-in
- Led a distributed team of 2 managers and 3 designers to support Customer Marketing, Performance Marketing, and MarTech for Global Growth
- Contributed \$327M in GMB by designing eBay's flagship buyer email that uses personalized recommendations and conversion tactics for new and existing purchase journeys
- Managed a creative agency to annually produce 4000+ assets for 400+ campaigns across 8 regions, ensuring high-quality deliverables and timely execution
- Streamlined email and ensured a cohesive brand look and feel by creating a modular template system, which decreased development and QA time by up to 50% for ~800M emails

Interactive Designer • **Design Reactor** • Campbell, CA

2007 - 2010

- Created microsites and interactive experiences for clients, including Disney, HP, Cisco, and AMD

Graphic Designer • **Avanquest Software** • Pleasanton, CA

2004 - 2007

- Increased product sales through effective package design, guiding the entire design initiative from concept to completion and managing all stages of the packaging process

Education

Bachelor of Fine Arts in Graphic Design

2001

Savannah College of Art and Design

Skills

Design Thinking, Creative Strategy, People Management, Creative Problem Solving, Digital Design, Interactive Design, Creative Direction, Leadership, Concepting, Ideation, Art Direction, Branding, Wireframes, Mockups, Storyboarding, User Research, Customer Journeys, Social Listening, Usability Testing, Graphic Design, Marketing Design, Web Design, Email Design, Responsive Design, Print Design, Broadcast Design, Landing Pages, Typography, Layout, Color Theory, Photography, Design Production, Design Systems, Adobe Creative Cloud, Figma, InVision, HTML & CSS, Google Docs, Google Slides, Slack, Zoom, Microsoft Office