

Jarred Russell

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Creative leader with 15+ years of design experience, including 5+ years of managing creative teams. Motivational coach and mentor who is willing to roll up their sleeves when necessary. Cross-functional collaborator who continuously optimizes and improves customer experiences and business results. Consistently delivers successful projects on time and within budget in a high-volume, fast-paced environment.

WORK EXPERIENCE

eBay • San Jose, CA

Nov 2010 - Mar 2022

Senior Design Manager

- Guided and inspired a distributed team, including a project manager and three design managers, to produce high-quality work across eight regions for Customer and Performance Marketing teams
- Built a UX design team by assembling two existing employees and one new hire to support eBay's Partner Network, Conversion and Transactional, and MarTech teams
- Contributed \$327M in GMB by designing eBay's flagship buyer email that uses personalized recommendations and conversion tactics for new and existing purchase journeys
- Delivered 4,000+ assets per year, including 400+ marketing campaigns, UX patterns, customer journeys, and user research studies
- Increased production at scale without impacting SLAs by using design expertise to inform the development of a proof-of-concept resulting in 100x creative output for optimization with MAB testing and machine learning
- Developed guidelines to illustrate how the look, feel, voice, and tone should be applied to marketing by connecting eBay's Brand Playbook and Product Design System

Design Manager

- Supervised the production of concepts and visuals by external agencies, raising the bar on creativity
- Provided perspective on project briefs, creative direction during kick-off meetings, and clear and actionable feedback during reviews ensuring that creative was on-brand, utilized formal elements of design, effectively communicated with the target audience, and met business objectives
- Delivered \$9M in cost savings by consolidating creative agencies from 11 to 1 without delaying a single marketing campaign
- Participated in a weeklong design sprint estimated to have driven \$480M in GMB by considering and optimizing the end-to-end customer experience to strengthen brand loyalty and increase purchases
- Designed the New User Experience series, which was featured on reallygoodemails.com, becoming the first email campaign ever to gain external recognition at eBay

Design Lead

- Mentored and coached a team of four junior to mid-level designers for North America's Relationship Marketing team to produce assets for seasonal and retail campaigns
- Crafted a presentation for a proposed redesign by gathering current state samples, comparing best-in-class examples, and an A/B test showing that the new design outperformed the control resulting in CMO buy-in

Senior Designer

- Planned and art-directed photo shoots in collaboration with photographers, stylists, and retouchers to promote key verticals, including Fashion, Motors, Tech, and Collectibles
- Developed concepts and produced highly-visible site decorations to showcase the brand personality

Design Reactor • Campbell, CA

Jul 2007 - Nov 2010

Associate 2D Designer

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

- Designed a fun and informative microsite for Disney's "What Will You Celebrate?" campaign, including downloadable invitations, a video player, interaction for expand/collapse preview tiles, and pixie dust animation
- Promoted the partnership between HP and Diane von Furstenberg for their Fashion's Night Out event by designing an interactive shopping experience that resulted in positive press coverage by Vogue

Avanquest Software • Pleasanton, CA

Aug 2004 - May 2007

Graphic Designer

- Successfully increased product sales through effective package design, guiding the entire design initiative from concept to completion and managing all stages of the packaging process
- Ensured all color and brand standards were maintained by building collaborative relationships with freelance designers and printers
- Served as creative QA leader, reviewing first articles of all printed pieces, setting corrective actions, and approving boxes for distribution

T-Square Graphics • Savannah, GA

Oct 2003 - Jul 2004

Graphic Designer / Artist Assistant

- Prepared electronic files to be press-ready, including trapping, curves, and spot channels
- Worked closely with press operators to increase understanding of two- and four-color printing, die-cutting, gluing, and embossing techniques

WSAV 3 – NBC Affiliate • Savannah, GA

Mar 2002 - Oct 2003

Graphic Artist / Production Assistant

- Designed news graphics for on-air presentations and performed various production responsibilities, including teleprompter and camera operation
- Met strict deadlines, at times designed an entire news broadcast within an hour

EDUCATION

Bachelor of Fine Arts in Graphic Design

Savannah College of Art and Design • Sep 1997 - May 2001

Honors: Cum Laude

SKILLS

Creative Problem Solving, Layout, Graphic Design, Design Thinking, Marketing, Branding, User Research, Figma, Sketch, Familiar with Design Systems, Art Direction, Visual Design, Web Design, Design Strategy, Team Management & Leadership, Typography, Color Theory, Photography, Print Design, Responsive Design, Broadcast Design, Digital Design, Google Docs & Slides, Customer Journeys, Familiar with HTML and CSS, Zoom, InVision, Slack, People Management, Social Listening, Detail-oriented, Adobe Creative Suite, Microsoft Suite, Interaction Design, Storyboarding, Customer-centric Design