

jademaddox

SENIOR DESIGNER + ART DIRECTOR



Marietta, Georgia



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www.jademaddox.com

Jade is an award-winning, versatile digital designer with an extensive background in digital advertising.

She is a problem solver who insatiably expands her skillset and masters new tools to take on any challenges before her. Her ability to shift from UI, to motion graphics, to conceptual creation isn't just about how fluent she is in her work, but it is how she shows her passion for her craft.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere
- Adobe After Effects
- Sketch
- Figma
- InVision
- Webflow

EDUCATION

Bachelor Degree of Fine Arts - Advertising
The Art Institute of Atlanta

Magna Cum Laude

2011 - 2015

UX Fundamentals
Aquent Gymnasium

2016

WORK EXPERIENCE

SENIOR UX/UI DESIGNER

INTERCONTINENTAL HOTELS GROUP | 2018 - CURRENT

- Lead designer for the Testing & Optimization team resulting in multiple live site tests which generated 2-3% lifts in revenue - while supporting an entire development team
- Collaborated and participated in establishing the overall design direction, concepts and prototypes for Atwell Suites
- Optimized and redesigned various Hotel Details web pages including Intercontinental, Mr & Mrs. Smith, EVEN and Atwell Suites
- Refined multiple UI small enhancements for the IHG brand site

Brands: IHG, Intercontinental, Atwell Suites, Mr. & Mrs. Smith, EVEN, voco, Regent

FREELANCE ART DIRECTOR

THREE AGENCY | 2018

- Supervised and led art direction efforts for the Georgia Power Heat Pump 'All Seasons' campaign
- Updated and enhanced the overall design of the agency's decade-old site, and front-end-developed the website within the first month

STRENGTHS

- Visual & Product Design
 - Design Direction
 - UX/UI Design
 - Prototyping
 - Web Design
 - Branding
 - Social Media Design
 - Animations
-
- **Myers-Briggs: INFJ**

AWARDS

“Best of Show” Portfolio
The Art Institute 2015
2015

Silver Addy Award -
“Non-Traditional
Campaign”
American Ad Awards
2015

‘Hail Yes’ Award
The Weather Channel
2018

WORK EXPERIENCE

DIGITAL DESIGNER

THE WEATHER CHANNEL + IBM | 2017 - 2018

- Conceptualized & executed multiple multi-million dollar campaigns including Flonase and Theraflu
- Supported business pitches by providing visual aids and presentation designs for potential clients
- Aided in user experience research and user interface designs for Watson Cognitive Ads
- Recognized by Organization as a Top Contributor [Hail Yes Award]

Brands: Flonase, Dodge, Ford, Disney Baby, Applebees, Honda, Best Buy, Pedialyte, Etihad Airlines, FIAT, Lincoln, Target, Lexus, Smuckers, Ricola, Theraflu, McDonalds & more

ONLINE ADVERTISING DESIGNER

THE HOME DEPOT | 2016

- Produced innovative and multi-faceted rich media designs for websites like ESPN, Martha Stewart Living, HGTV, DIY Network and more
- Collaborated with the art director and web developers to conceptualize new prototypes for interactive ads

JR. DESIGNER

EDELMAN | 2015

- Influenced a refreshed approach for custom content which increased all of Turner's social media following and interactions
- Built multiple creative presentations for stakeholders
- Created social media and infographic designs

Brands: TBS, TNT, Arby's, Florida Department of Citrus, Novelis, Angel Soft, Georgia-Pacific, PAWS, Starbucks

ART DIRECTOR & WEB DESIGNER

MXM FREELANCE | 2011 - ONGOING

- Designed UI for web and app concepts in Sketch
- Art directed highlight videos in Premiere & After Effects
- Maintained 93% or higher in job success on UpWork

Brands: Lansinoh, Hartman Road, Guided Experience, Clinical Decision Tracker, AsTech