Creative Director

Jennifer Korn

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Education

UNIVERSITY OF NORTH FLORIDA
BFA, Graphic Design 2002

UNIVERSITY OF NORTH FLORIDA
BS in Psychology
2016

Objective

A designer and creative leader with 20 years of experience within the technology & pharma industry, specializing in UX thinking, technology innovation, and product marketing. A proven track record of leading large-scale branding initiatives to drive more revenue and recognition. I work collaboratively across disciplines and multiple departments to ensure on strategy and on-brand execution from ideation to implementation.

Experience

March 2021 – March 2024

Creative Director *Newfold Digital*

- Lead a team of 20 creatives including designers, copywriters, art directors, and video in US and helped manage creative groups around the globe. This included members based in the US, Ukraine, India, and the Philippines.
- Implemented and led the development of a comprehensive design system using Figma, streamlining collaboration across multiple teams and identities for Web.com, Register.com, Network Solutions, Domain.com, and Blue Host; resulting in a 40% reduction in design inconsistencies and a 25% increase in development efficiency.
- Led successful campaigns that stretched across storefront, social, email, organic, and video and worked cross-functionally to ensure success
- Developed, refined, and maintained comprehensive visual brand guidelines and style guides, ensuring consistency across all marketing collateral; increased brand recognition by 40% and improved customer trust and loyalty.
- Work collaboratively across disciplines and multiple departments to ensure on-strategy and on-brand execution from ideation to implementation.
- Deliver exceptional, one-of-a-kind creative solutions that exceed business, customer, and stakeholder expectations by working with client and a creative brief.
- Efficiently collaborate with internal teams to confidently incorporate their feedback into designs.
- Supervised the team's daily workflow, assigning projects and monitoring deadlines with prioritization based on business goals and needs. Manage and supervise storefront brand products and landing pages using Adobe Experience Manager (AEM).

March 2022 - Current

Senior Art Director *Publicis Groupe*

- Creates and presents concepts for client campaigns and new business that meet strategic and business goals
- Oversees a broad range of digital projects, which can include banners, large sites, brand development, mobile apps, video and presentations for large Pharma brands including Amgen, Moderna, Tepezza, Uplinza, and Krystexxa.
- Presents work internally and to clients
- Collaborates with Delivery, Account Services, Technology, Creative Leads, copywriting, and UX to incorporate revisions from client and/or team as needed
- Reviews quality of final product, packages and delivers final deliverables to project managers and/or clients
- Ensures that the scope is clear and agreed upon, driving scope discussions if necessary
- Follows creative briefs by interpreting instructions and disseminating results to team members in an effective manner
- Manages design resources for approved projects
- Delivers products in a timely fashion to meet set deadlines

Experience

September 2018 – March 2021

Senior Art Director *Newfold Digital*

- Converted the UX, design, and copywriting teams to Agile and introduced them to Agile ceremonies. Consolidated the UX members into one team which allowed greater flexibility and quicker turnarounds
- Supervise multi-functional project teams of 10+ colleagues to develop creative and effective advertising concepts, from ideation through final projects.
- Developed a design system to work across multiple teams for multiple brands including Web.com, Register.com and Network Solutions
- Incorporate and explore client suggestions and directives, resolve questions and concerns, oversee objections
- Organize all creative materials to ensure their smooth transition to other departments.
- Collaborate with UX, copywriters, FED and Production teams.
- Partnered with the Teams to develop new branding for Register.com, Web.com, Web.com Group site, and Network Solutions.

October 2014 – September 2018

Art Director *Web.com*

- For three years I led a design/development team through ~50 projects per week in cross-functional design/development sprints. Together with my team, I honed brand messaging and integrated customer experience through many channels and various lifecycle touchpoints. Primarily we supported corporate marketing efforts for our three major brands: Web.com, Register.com and Network Solutions.
- Oversee all design work for the Web.com storefront, direct and mentor graphic designers, and supervising contributions from Designers and Copywriters. Collaborate with UX and Production teams.
- Partnered with the UX team to help create a new product design system for custom design sign-up creation, mid-funnel and end-funnel customer checkout flows for domains and diy websites.
- Concept, develop, implement, and produce every aspect of large scale, multi-touchpoint advertising campaigns, product pages.
- Involved in 2 successful redesigns of the company brand and website - which included partnering with cross-functional teams.

February 2009 – October 2014

Associate Art Director *Web.com*

- Responsible for design leadership on various projects such as online advertising and social media integration.
- I assisted the email marketing team with setting up email campaigns and testing them in Adobe.
- Responsible for assisting design and user interface of Web.com's corporate business.
- In charge of innovating the integration of ecommerce corporate brand into Web.com, Solid Cactus, and 1shoppingcart.com.
- Worked closely with designers to keep all the work consistent

October 2004 – February 2009

Senior Visual Designer *Website Pros*

- Responsible for design leadership on various projects such as online advertising and social media integration.
- Worked with small business owners to develop custom websites that match their branding.
- I design and developed websites using html and css