



Jessica Buxton

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About

Jessica is a discerning strategist and designer who loves creating order out of chaos. She has a knack for spanning disciplines and employs a thoughtful blend of creativity and eagle-eyed systems thinking. She believes deeply in the human experience and is constantly working to advance it.

Tools

Adobe CC

InDesign, Photoshop, Illustrator, Acrobat, Bridge

Collaborative

Miro, Figma, Sketch

Management

Google Workspace, Workfront, Microsoft Office

Web

Mailchimp, Squarespace, Shopify

Education

Human-Centered Service Design

IDEO U 2021

BFA Graphic Design

Minor Business Management

Utah State University 2007

Switzerland Design Program

USU Study Abroad 2006

Organizations, Volunteering

Awesome Foundation

Trustee since 2021

Mutual Aid

Volunteer since 2020

New York Adventure Club

Explorer since 2017

AIGA

Member since 2005

Experience

Customer Experience Strategist & Web Designer

Freelance 2020–Present

- Supported customer values and needs with clear content strategy and branding applied consistently across channels
- Established information architecture, content management systems, and brand standards to support the growth of the brand
- Built responsive websites with customized HTML and CSS on Squarespace and Shopify platforms, including e-commerce site with 85+ products
- Connected omnichannel selling for Instagram and Google
- Optimized SEO and accessibility

Brand Designer

Loews Hotels 2018–2020

- In-house designer for luxury hospitality company serving both guests and team members with a continual effort to evolve and elevate brand
- Developed print and digital collateral for marketing, sales, employee communications, in-room, and way-finding needs
- Found efficiencies in workflow by leading file management restructure, team's migration to cloud storage, and consulting on transition to Workfront project management system
- Art direction for new hotel visual identity, Live! by Loews, which earned Graphic Design USA's 2019 In-house Design Award
- Piloted motion graphics for social media marketing to boost engagement and awareness

Art Director

New York & Company 2018 (contract)

- Translated ideas into design for Fashion To Figure, a brand for curvy women
- Focused on digital design including web, mobile, email, and social
- Managed campaign alignment across e-commerce channels
- Curated photography and handled retouching

Graphic Designer & Project Manager

Nordstrom 2013–2017

- Created hundreds of compelling campaign, event, and way-finding visuals for 120+ international stores
- Collaborated with creative directors and merchants to deliver elevated campaigns for luxury brands
- Preserved brand consistency with ongoing updates and communication of brand standards
- Cultivated close partnerships with vendors for print production and delivery
- Streamlined sign production process that cut timeline in half
- Improved user experience of internal websites that led to increased adoption and usage
- Traveled to new store openings to ensure flawless implementation of environmental designs
- Digital manipulation and photo retouching on fashion and home goods