



JAMIE DOWNING

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Work Experience

Freelance Designer

Result driven production of website and CSS design, email flow campaigns, form landing pages, animated gifs, social media ads and video reels. Impactful print advertising, illustrations, and logo design for clients including: EconoCare, Commercial Bulbs, LTC Interiors, Evolution Sails, US Sailing, McGraw-Hill International Marine, Sail Magazine, Medco Sports Medicine, and Performance Health (USA, UK, AU).

Multi-Format Designer

Performance Health | Remote Contract – August 2022 - Current

Helped an international creative team with email UX/UI best practices design and builds, social media graphics and Instagram video reels, animated gifs, product photo editing, video editing, trade show and internal print needs, website hero banners, logo and icon designs, and design of their Theraband Amazon Store.

Multi-Format Designer

Greene Street Communications | Remote – October 2020 - May 2022

Designed award-winning campaigns and assets for multiple clients. Produced print materials, logo design, animated banner ads, digital and print billboards, PowerPoint and Word documents, social media graphics, WordPress and Wix websites. Trained and mentored junior design staff including industry UX/UI best practices and 508 compliance requirements.

Art Director

K-12 Teachers Alliance | TeachHUB, Chicago, IL – August 2012 - April 2019

Created a digital experience for educators, with an emphasis on ideas and tools for use in the classroom. Oversaw a team of 12 writers, illustrators, and video editors.

Production of an award-winning digital magazine app, curated TeachHUB.com social media posts, ad campaigns, podcasts, and videos. Resulting in over 100k followers and 2-million unique website visitors annually.

Designed e-mail marketing campaigns and web landing pages for 20+ accredited universities and colleges. Including mail-direct and print advertising, coordinating with print houses and vendors.

Senior Graphic Designer | Illustrator

August Home Publishing, Des Moines, IA – 2003 - 2012

Responsible for art & graphic direction of ShopNotes Magazine and other special interest publications with worldwide distribution. Creation of final magazine layouts, including magazine covers.

Directed photography, propping, set construction, digital image touch-up and corrections. Produced technical illustrations and assignment of art requirements to staff. Approval of 4-color press checks at printer facilities.

Illustrator | Graphic Designer | Web Developer

Meredith Corporation, Des Moines, IA – 1996 - 2003

Initiated the creation of WOODPlans Online coordinating with staff editors. Responsible for website layout, logos, images, and typography. Propped and photographed projects to create virtual reality images for web content.

Page layout design and technical illustrations for publications including WOOD Magazine, Successful Farming, and Better Homes & Gardens.

Skills

- Adobe InDesign, Illustrator, Photoshop, Dreamweaver, Premiere Pro
- Mag+ Digital Magazine App Platform
- MailChimp, Unbounce, Klaviyo
- MS PowerPoint, Word
- EventSquid
- WordPress, Wix
- CSS, HTML5 Coding

Education

- Web Design & Development Certified, Cornell University
- Dan Margulis Applied Color Theory, Photoshop Editing & Color Correction
- Graphic Design CTE Diploma, Des Moines Central Campus Technical Trade School
- R.H.S Gifted & Talented Program

Design Awards

- 2021 MarCom Platinum Winner
- 2021 MarCom Gold Winner
- 2020 NYX Awards Silver Winner
- 2013 GDUSA In-House Design Award

Professional References

Walter Phipps

Sr Digital Design Specialist

I really enjoyed working with Jamie, he has a good personality and always upbeat. Jamie is a great designer that works well under pressure. He's always concerned with attention to detail, asking questions, and fine-tuning projects based on UX best practices.

Jamie has a strong skill set (landing pages, email, social banners, animated gifs, the list goes on) and is always ready to take on projects, even when at full capacity.

The entire creative department tried hard to have Jamie hired, but the company resources were not available. I believe you'll be extremely pleased with Jamie and his creative talents, and he'll be an asset to your company.

Jessica Benzing

Marketing Content Specialist/Copywriter & Author

I collaborated with Jamie on a number of projects during my time at K-12 Teachers Alliance. He is an extremely hard-working individual with an unparalleled work ethic and a unique mix of artistic and management ability.

Jamie is able to turn a last-minute emergency project into a first-rate product while keeping in constant communication with the rest of the pertinent team members.

One example of Jamie's diversity stands out in my mind. While KTA was exploring options of producing an ePublication which would be available on the Apple Newsstand, we signed a contract with an app development company for \$30,000. Jamie approached the Vice President and assured him that he could produce the same product with much better results using software we already owned. He was given the opportunity to prove his worth and completely knocked it out of the park! He managed the entire project from beginning to end, working with my team to plan content, working with the rest of the art department to create custom illustrations and graphics and developing second to none functionality throughout the entire ePublication... all for a fraction of the cost of the outside company - and 10 times the usability.

Jamie has been an amazing Art Director at every turn and the organization has been fortunate to have him.

Alexis Moulds

Illustrator, Graphic Designer

I reported to Jamie as Graphic Designer to Art Director and he is a pure pleasure to work with! He keeps you motivated and excited about what ever project you're working on.

With a youthful and fun sense of being, he manages to keep fresh on the newest design trends and that definitely leaks over into his personality, which is important to have in a working environment.

Chad Plass

Sr. Manager, Digital Content & Creative

I had the pleasure of working with Jamie at Performance Health on several creative projects to be used for social campaigns, emails and landing pages. He is an excellent digital designer, creative thinker and a pleasure to work with. He brings great energy, enthusiasm and work ethic to projects and meetings. I would highly recommend Jamie as he is an experienced digital designer and web developer.