

# JAMIE FIORE

CREATIVE  
LEADERSHIP &  
HUMAN-CENTERED  
DIGITAL DESIGN

## SKILLS

Human-Centered, Data-Driven Design  
Team Leadership  
Agile/Scrum Project Management  
UI Style Guide Development  
Quantitative/Qualitative Research  
Usability Testing  
Wireframes and Rapid Prototyping

## SOFTWARE

Adobe Creative Suite  
Adobe XD, Premiere, After Effects  
Figma  
Microsoft Office 365  
UX Research Tools  
Content Management Systems  
(CMS): Wordpress, BigCommerce  
Customer Resource Management  
(CRM): Salesforce, Hubspot  
Knowledge and understanding of  
HTML, CSS, Handlebars JS, PHP  
White-boarding Tools: Miro, Mural  
Digital Asset Management (DAM)  
Workflow Tools: Lytho, inMotion,  
Bootcamp

## EDUCATION

**Kean University**  
BFA in Visual Communications  
Summa cum Laude

## RECENT EXPERIENCE

2021-Present **FRANKLIN ENERGY**

### Creative Director, Digital Experience

- Recruit, onboard, develop job descriptions and establish upward career paths for UI/UX and multimedia designers
- Moderate team status meetings, one-on-ones, performance reviews, independent development plans (IDPs), and individual objective key results (OKRs)
- Ensure individual contributors create high-quality deliverables by adhering to user-interface (UI) content/design systems
- Establish user-testing and research strategies to produce quarterly growth opportunities for eCommerce websites
- Provide artwork direction for websites, digital products, advertising, and motion graphics

2013-2021 **AM CONSERVATION**

### Creative Director

- Coordinate the creative team's technology stack and build procedures to successfully launch new program websites
- Establish and organize corporate brand standards based on internal/external brand equity results and maximize staff adoption rates
- Develop an artwork request ticketing system to keep projects on time and well-organized and reduce rounds of reviews
- Conduct brainstorming sessions and creative workshops to push innovation and refresh the company's offerings
- Provide storyboards and direction for program and corporate videos and expand the company's offerings to its clients

2010-2013 **NIAGARA CONSERVATION**

### Graphic Designer

- Create artwork for packaging, print/digital advertising, trade show booths, and catalogs
- Maintain artwork and copy change requests for the company's website through a CMS
- Properly prep art files for production and check proofs for accuracy and on-time delivery

## ACCOMPLISHMENTS

- Established the framework and oversaw the UI design and development for Franklin's personalized dynamic online stores which won 7 new program bids in the past year
- Reduced Franklin's start-up project timelines (by 4 weeks) by promoting agile methodologies and strategic cross-team collaboration with stakeholders and individual contributors
- Launched AM's e-Commerce award-winning marketplace program (AESP 2019 / 2020 awards) which increased revenue by 20 million each year
- Designed and aided in the launch of Niagara's first packaging design system of 20 skus for big-box home improvement stores

## CERTIFICATIONS

**AKEA Digital Solutions:** WCAG 2.1 ADA Compliance  
**Hubspot Academy:** Inbound Marketing  
**UserZoom Academy:** UX Courses