

# JAKE CARTER

SENIOR  
DESIGNER

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## EXPERIENCE

### Senior Designer, eCommerce

EF Go Ahead Tours / Cambridge, MA / 2022 - PRESENT

Leading the creative direction for the EF Go Ahead Tours e-commerce website. Execution on creative briefs for projects ranging from promo-driven display, product merchandising opportunities which resulted in a +22% product page view rate, +22% add-to-cart rate, and +13% lead form submission rate, in addition to building out the EF content strategy and content for new web components, helping to craft and feature Go Ahead Tours story and key benefits. Additional responsibilities include working on content for the blog, social, email, etc. as well as omni-channel marketing campaigns throughout the year.

### Freelance Designer

ISEP / Remote / 2022 - PRESENT

Conceptualize and enhance designs for all ISEP study abroad, Direct and Exchange marketing communications in the form of informational materials for 100+ program brochures, swag, annual report, and website content.

### Senior Designer

Hill Holliday / Boston, MA / 2021 - 2022

Designed, coordinated, and maintained New Business opportunities for client pitches. Worked with senior leadership across all departments to create visually appealing presentations with dynamic visuals and design elements. Managed the pitch asset library. Filed decks and other assets to ensure assets are consistent and up-to-date. Assisted with creative direction by updating agency brand standards across HHCC.com and microsites, and digital marketing.

### Brand Designer

Wayfair / Boston, MA / 2018 - 2021

Worked in a fast-paced environment to help define and maintain Wayfair's brand creative standards across several marketing platforms. Collaborated cross-functionally to develop strategic brand solutions to evolve the Wayfair brand across multiple platforms such as creating 20+ brand identities for Wayfair Exclusive Brands, brand marketing campaigns and partnerships, experiential design for events with 10,000+ attendees, UX email design with A/B testing, paid and organic social, and high visibility presentations.

### Design Intern

Design Ranch / Kansas City, MO / 2018

Created bold creative branding explorations and design concepts for new and existing clients. Captured and edited photographs for client work and portfolio. Developed and managed content for social media accounts.

### Design Intern

Hasbro / Pawtucket, RI / 2017

Collaborated with brand teams for delivering digital applications of graphic design principles for the creation of branding assets. Art directed lifestyle and product photoshoots across a range of brands.

## EDUCATION

### University of Kansas

Lawrence, KS

BFA in Visual  
Communication Design

BSB in Marketing

Minor in Art History

Certifications in:

- Arts Engagement
- Global Awareness
- Service Learning

### Typography, Printing, & Papermaking in Italy

Study Abroad program across  
multiple cities in Italy

## TOOLS

Adobe Creative Cloud

Content Management Systems

Figma

Keynote

Microsoft Office

Sketch

Storyblok

## SKILLS

A/B Testing

Branding and identity systems

Campaign execution

Creative direction

Data visualization

Digital Marketing/Social Media

Marketing strategy

Prototyping

UX/UI Design

Visual Design

Web Design

Wireframing